



2024 Guidelines

The Idea – Round One

Tuesday, March 19th by 5:00 p.m.

The Business Model/Plan – Round Two

Monday, April 1st at 7:00 p.m.

The Presentations – Round Three

Tuesday, April 16th at 6:30 p.m.

The PITCH

-- Competition Guidelines for 2024 --

Competition Overview

Hosted by the Center for Student Enterprises and Entrepreneurship Development (C-SEED), the PITCH provides students with an opportunity to learn more about innovation and entrepreneurship through the development of an idea, creation of a business model/plan, and delivery of a pitch presentation.

The competition will consist of three rounds to ensure that ideas are fully developed and create value for the customer, client, and/or community.

The competition is open to any full-time or part-time undergraduate student at Berry College. Please know that students must be enrolled in the spring semester of 2024.

There will be three divisions: Scalable Venture, Start-Up Venture, and Gadget Project.

Scalable and Start-Up Venture Guidelines

The Scalable and Start-Up portions consist of three rounds:

The Idea (Round One) -- Participants must submit the official registration form that provides team member names and contacts, a brief overview of their idea, as well as a business model canvas.

Electronic submission of the registration form with the business model canvas are due by Tuesday, March 19th by 5:00 PM.

Your overview should include the following:

- General description of the idea (a good, service, etc.)
- Apparent need for your idea -- The customer, client, and/or community's problem
- The potential value gained by using your good or service
- How your idea can have a positive impact on society
- For scalable ventures, your overview should explain how you plan scale your business to the next level.

All electronic submissions should be submitted via Microsoft Forms by 5 PM on March 19th 2024.

All applicants will be notified by Friday, March 22nd (by 5:00 pm) of next steps in order to prepare for the next round of the competition.

Qualifying Pitch (Round Two) -- Applicants will develop their creative ideas using a modification of the Business Model Canvas (Osterwalder & Pigneur, 2010). This phase of the competition consists of an oral presentation and submission of supporting materials. All applicants approved from Round 1 will compete

Round 2 will be held Monday, April 1st at 7:00 PM in Green 203 in Green 203..

All pitch decks should be sent to cseed@berry.edu and should be labeled with your team name and the current pitch round pitch deck. (example: C-SEED Team - Round 2 Pitch Deck).

Your Pitch deck should address the following areas but are not limited to:

- The "customer" and their problem
- The product (a good or service) and its value proposition
- Your team that includes key personnel, key partners, and capital needs
- Marketing considerations such as production, placement, and promotion strategies
- Important activities and success metrics
- Projected revenue and expenses
- Your profit and exit strategies

Selected finalists will be notified on Friday, April 5th (by 5:00 pm) to prepare for the final round of the competition.

The Presentation (Round Three) --

Tuesday, April 16th at 6:30 PM in Krannert Ballroom

Finalists chosen from Round 2 will make a presentation to a panel of judges to pitch their idea. This will be followed by a question and answer period. The presentation should be a synopsis of the idea with the goal of persuading the panel of the worthiness of the opportunity. In other words, the presentation should clearly demonstrate why your idea provides value to a customer, client, and/or community and could become a viable business/organization. All awards will be based upon the final presentation and all submitted materials.

The presentation will be evaluated on the following criteria:

- Quality and persuasiveness of the oral presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the questions and answer portion of the presentation
- Level of professionalism

The official announcement of the winners -- both judges' and audience's awards -- will take place at the end of the evening's program. A reception will be held prior to the event for participants, judges, and VIP guests.

The Gadget Division Guidelines

The Gadget Project division provides students with an opportunity to learn more about innovation and entrepreneurship by translating an abstract idea into a functional prototype, creating a business model/plan that is sustainable and scalable over time, and delivering a pitch presentation to a panel of judges. The competition consists of multiple rounds to ensure that ideas are fully developed and that one's final product creates value for a customer, client, and/or community.

So what is a gadget? We define it as follows: Gadget — A tangible tool or device that has a specific function or assists in completing a task. It is not a service, artistic work, food/beverage, fashion, or entertainment.

The competition is open to any full-time or part-time undergraduate student at Berry College, and students must be enrolled in both the fall and spring semesters of 2022-23. Students participating in the gadget division will work with mentors in the months leading up to the competition. Please know that you do not have to have a working prototype or potential idea when you apply. What we are looking for are students who like to build things and tinker with an idea.

The Gadget portion consist of three rounds:

The Idea (Round One) -- Participants must submit the official registration form that provides team member names and contacts, a brief overview of their idea, as well as a business model canvas.

Electronic submission of the registration form with the business model canvas are due by Tuesday, March 19th by 5:00 PM.

Your overview should include the following:

- General description of the idea
- Apparent need for your idea -- The customer, client, and/or community's problem
- The potential value gained by using your gadget
- How your idea can have a positive impact on society

All electronic submissions should be submitted via Microsoft Forms by 5 PM on March 19th 2024.

All applicants will be notified by Friday, March 22nd (by 5:00 pm) of next steps in order to prepare for the next round of the competition.

Qualifying Materials (Round Two) -- Applicants will develop their creative ideas using a modification of the Business Model Canvas (Osterwalder & Pigneur, 2010). This phase of the competition consists of developing supporting materials and meeting with a mentor before the final pitch.

Requirement 1-- This phase of the competition deals with identifying your customer. Therefore, each student will be asked to validate the want or need for their gadget. This will be achieved via market research and calculating the TAM, SAM, and SOM for the gadget's potential market.

Requirement 2 -- Students will be asked to bring their functional gadget to the Center for Student Enterprises and Entrepreneurship Development (SEED) to provide a demonstration. SEED is located in Room 420 of Green Hall.

Requirement 3 -- Finally, students will finalize a business model canvas promoting their gadget and produce a packet of supporting materials to validate their idea. The supporting materials must include a cover page, an executive summary (one-page maximum), a modified opportunity canvas (one page), and up to five pages of additional materials. This could be the explanation of the different aspects of the business model/plan or information that the students think will support their idea.

Round 2 materials will be need to be submitted by Monday, April 1st at 7:00 PM.

The Presentation (Round Three) --

Tuesday, April 16th at 6:30 PM in Krannert Ballroom

Finalists chosen from Round 2 will make a presentation to a panel of judges to pitch their idea. This will be followed by a question and answer period. The presentation should be a synopsis of the idea with the goal of persuading the panel of the worthiness of the opportunity. In other words, the presentation should clearly demonstrate why your idea provides value to a customer, client, and/or community and could become a viable business/organization. All awards will be based upon the final presentation and all submitted materials.

The presentation will be evaluated on the following criteria:

- Quality and persuasiveness of the oral presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the questions and answer portion of the presentation
- Level of professionalism

The official announcement of the winners -- both judges' and audience's awards -- will take place at the end of the evening's program. A reception will be held after all presentations have concluded.

Need assistance? Come see us!

C-SEED Open Hours:

Monday 1 PM to 4 PM

Tuesday 10 AM to 12 PM

Thursday 10 AM to 12 PM

Friday 9 AM to 12 PM

If these times do not work for you, email cseed@berry.edu to set up a scheduled meeting time.

If you have any questions about the competition or need assistance, please contact The C-SEED at cseed@berry.edu.