

# 2024 PennWest Student BizPitch Rules

## ELIGIBILITY:

The PennWest Clarion Student BizPitch Competition is open to full-time and part-time students at PennWest Clarion. Students may compete solo or in teams of four or less. Students may be contributing members of multiple teams, but may only be a part of the pitch presentation for one entry. Entries may not have won a top three prize in previous Clarion Student BizPitch Competitions.

## JUDGING:

### Preliminary Event

Competitors will present a five-to-seven-minute pitch to a panel of judges, followed by a brief question and answer period. Judges will award up to five pints in each of the following categories

#### Criteria

- Innovation – Is this idea unique or improves upon existing ideas with great potential for impact?
- Clarity – Is the presentation concise, to the point, and well organized?
- Comprehensiveness – Did the presenter(s) cover all aspects of the idea? Did they demonstrate a good understanding of the market and knowledge of how operation of the business will work?
- Feasibility – is the proposed venture realistic? Did the presenter(s) demonstrate this thoroughly through numbers and facts?
- Professionalism – Was the presentation delivered appropriately and were they well prepared?
- “WOW” Factor – Was the presentation memorable and unique?
- Answering Questions – Was the presenter(s) able to answer the questions sufficiently?

The preliminary event will determine the five teams that will advance to the final event.

### Final Event

Competitors will present a five-to-seven-minute pitch to a panel of judges, followed by a brief question and answer period. Judges will award up to five pints in each of the following categories

#### Criteria

- Innovation – Is this idea unique or improves upon existing ideas with great potential for impact?
- Clarity – Is the presentation concise, to the point, and well organized?
- Comprehensiveness – Did the presenter(s) cover all aspects of the idea? Did they demonstrate a good understanding of the market and knowledge of how operation of the business will work?
- Feasibility – is the proposed venture realistic? Did the presenter(s) demonstrate this thoroughly through numbers and facts?
- Professionalism – Was the presentation delivered appropriately and were they well prepared?
- “WOW” Factor – Was the presentation memorable and unique?

- Answering Questions – Was the presenter(s) able to answer the questions sufficiently?

### **Bonus Scoring**

Teams can win the “Fan Favorite” award, which will be based on audience voting during the final event!

### **PRIZES:**

The prize for first place for the PennWest Student BizPitch competition will be \$3,000. The prize for second place will be \$2,000, the prize for third place will be \$1,000, and the “Fan Favorite” will be \$250.

Prizes will be issued to your company (if established) or to the individual identified as CEO if you have not yet started your company. Prizes are subject to tax withholding, and any individuals receiving prizes must be PennWest Clarion students.

### **KEY DATES:**

Information Session One: October 22, 2024

Information Session Two: October 28, 2024

Preliminary Round: November 7, 2024

Open Practice: November 13, 2024

Dress Rehearsal: November 19, 2024

Final Event: November 21, 2024

### **RELEASE:**

By submitting this application form you give permission to the PennWest Clarion SBDC and PennWest Clarion to use your likeness, company name, company logo, and company video in promotional media. Teams should carefully assess intellectual property considerations and the proprietary nature of their presentation materials, as the final BizPitch presentation will be open to the public. Students retain intellectual property rights to the materials submitted and presented.

### **TERMS AND CONDITIONS:**

All participants will be responsible for submitting information, materials, and presentations on time to the BizPitch committee.

All participants will be responsible to attending information sessions, marketing events, rehearsals, and formal events to the best of their ability. Participants will be responsible and required to actively participate in the preliminary judging and final BizPitch events.

Failure to abide by these rules, terms, and conditions may result in disqualification from the competition.