accompany capital

NY Women in Business

PITCH COMPETITION

Business Pitch Competition
Rules, Process, and Requirements

A. Qualifications

To enter the competition, you need to:

- Be registered to attend the February 24th, "Take Off Now" event. Upon registration, you will receive a confirmation email with a link to a Business Plan template you must fill out and return to compete.
- Existing Business Category: Have been in business with revenue and profit for over a year.
- Start-Up Business Category: Have a business idea or have been in business for under a year.
- Highlight successful initiatives in at least one of these areas – marketing, operations, distribution, sales, E-Commerce

B. Round One Process and Requirements

Completed business plans (utilizing the template provided) should be saved as PDFs and emailed to Accompany Capital at pitch2021@accompanycapital.org by **Sunday, January 17.** Decks should not exceed 6 pages in length. Remember to check the box acknowledging the truth and accuracy of the information provided and sign or print your name below it.

Materials will be reviewed by a panel of five expert judges. Five finalists will be selected from the start-up and five will be selected from the existing business category to submit a 2-minute video about their business by **Wednesday, February 10**.

Judging criteria will include, but not be limited to the following:

- Understanding of the business/industry
- Clarity of the business strategy
- Quality of execution to date
- Financial health of the business
- Strength of plans to use the prize money

During the **2nd Week of February** finalists will be invited to a live Q & A session with Judges. Pitch presentations of finalists will be shared on **Wednesday, February 24** in front of a live audience.

Ten prizes, funded by our event sponsors, will be awarded

Grand Prize (2)	$10,000 in Start-Up and Existing Business Categories
Second Prize (2)	$2,500
Honorable Mention (6)	$1,000
People's Choice (1)	$1,000

Without disclosing anything confidential, tell us:

- What is your business and what makes it different and better
- Who are your customers and how is your product relevant to their needs
- What are the key factors in your business success
- What have been your biggest challenges
- Why you deserve to win
- How would you spend the prize money should you win

Confidentiality

Information disclosed in the business plans will be held in strict confidence. Presentations, however, will be given in public and should be written with that in mind. Moreover, it will be the responsibility of contestants to protect the proprietary intellectual property rights in their pitch material, and not the responsibility of Accompany Capital or NYWIB.