

**2024 SCORE Kansas City “Non-Traditional”
Elevator, New Business, and Established Business
Pitch Contests, May 31, 2024
Entry Close – May 21, 2024**

This contest has 3 separate divisions:

- A) Elevator Pitch
- B) New Business Pitch
- C) Established Business Pitch

There is no competition entry fee. However, you must be registered for the day. The event registration is \$39 which includes breakfast and lunch. Candidates should only enter one of the three divisions of the contest. Kansas City area residents only. No previous pitch contest winners are eligible to enter. Competitors must register at Access to Money.

Prizes: Cash gift card prizes for each pitch finalist (elevator, new, established).

All finalists will be invited to make in-person pitches to a panel of judges on May 31 at the Kauffman Foundation Conference Center, 4801 Rockhill Road, KCMO. Winners will be announced that afternoon.

Elevator Pitch Contest

The “elevator” pitch is a frequently used term, which literally means “tell me about your venture within the time it would take to ride up an elevator.” This Elevator Pitch Competition is a live event that challenges entrants to make a convincing and engaging “Elevator Pitch” for your existing business or your business idea. Contest finalists will have the opportunity to pitch to a panel of encouraging industry experts and get immediate feedback.

Elevator Pitch Submission

In 120 or fewer words, please introduce us to you and tell us about your business or proposal. You might include brief details about the problem/opportunity you're addressing, your product/service, your intended customers, your stage of development, your business model, and/or your strategy. It's entirely up to you! Each entrant will

submit a written elevator pitch by May 21, 2024, 5:00pm via email to chapter.0019@scorevolunteer.org in PDF format. Subject Line on the email should read: Elevator Pitch entry. Your Name.

Elevator Pitch Rules

1. The written speech should be able to be read in 60 seconds or less. No other materials should be submitted. Your proposed venture can be for-profit or not-for-profit.
2. Three finalists will be selected by our screening panel. If selected as one of the 3 finalists, your elevator pitch will be performed live, in front of a panel of finance industry professionals on May 31, 2024. By entering, you agree that you will be available to present on this date.
3. The pitch will be performed by one person with no other props. The presenter should assume a professional setting. You should dress as you would for a business occasion or for a job interview. A suit is not required. Please avoid reading scripts or cue cards. At the end of 60 seconds, the presentation will be stopped. A 6-minute Q&A and feedback period will follow. A winner will be announced shortly after.
4. The Elevator Pitch submitted is to be the pitch used in the competition.
5. The pitch must be submitted by email in PDF format no later than May 21, 2024, 5:00pm including name, email and cell phone contact information and SCORE mentor (if applicable).
6. Finalists will be notified on May 28th and will present their pitch in person on May 31.

New & Existing Business Pitch Contest

For Profit Businesses and Not for Profit Businesses

These 2 Pitch Contests are open to pre-launch entrepreneurs, small business owners and not-for-profit organizations in the Greater Kansas City region. New businesses (1 year in business or less) will pitch and be judged separately from established businesses (more than 1 year in business).

New and Established Business Pitch Rules

1. Total in-person pitch time no more than 5 minutes. Up to 8 minutes of questions and feedback will follow the pitch.
2. Three finalists will be selected by our screening panel for each of the New and Established Business Pitch Contests. If selected as one of the 3 finalists, your pitch presentation will be performed live, in front of a panel of finance industry professionals on May 31, 2024. By entering, you agree that you will be available to present on this date.

3. Up to 5 PowerPoint slides may be used.
4. All contestants will submit a written application. It should be no more than two (2) typewritten pages for New Businesses and 5 pages for Established Businesses (single space, 1-inch margins on all sides, Times New Roman font, 12pt) with no more than 5 accompanying exhibits.
5. The pitch must be submitted by email in PDF format no later than May 21, 2024, including name, email and cell phone contact information and SCORE mentor (if applicable). PowerPoint slides must be emailed to chapter.0019@scorevolunteer.org by noon May 21, 2024, 5:00pm.
6. Subject Line on the email should read: New Business Pitch entry. Your Name OR Existing Business Pitch entry. Your Name.
7. Finalists will be notified May 28, 5:00pm. Finalists must submit their Pitch decks (Power Point format only) by May 29, 2024 5:00pm. They will present their pitch in person on May 31 2024.

New Business Judging Criteria:

1. Clear and concise description of product or service. Prototypes and samples of products may be shown.
2. Product or service should be clearly understood.
3. Customers are clearly understood. Who they are and how to reach them.
4. The product or service solves a real problem or enhances a product in a significant way.
5. Show that there is a clear understanding of the customer pain or customer gain by using the product or service.
6. Show that this is a financially sustainable model. What pricing, volume, and cost (profitability) assumptions are required to achieve the revenue / profitability needed for a sustainable business.
7. Understanding competition and differentiation that makes this product / service superior. Is this differentiation difficult for competitors to imitate or easy for others to overcome?
8. Show that you and your team have the knowledge and skills to create and run this enterprise. Do you have the skills and capabilities to achieve your goals?

Established Businesses Judging Criteria also includes:

9. How long have you been in business?
10. What are your financial trends (sales / profits)

11. What is your pricing strategy? Market placement compared to competition?
12. Show sample of product (packaging)
13. Who are your major partners, including production and distribution structure
14. Discuss management team – strengths and weaknesses.
15. Who are major customers – customer concentration?
16. How much money are you seeking? How will it be used?

Not for Profit Businesses Judging Criteria:

1. How do you define success for your programs
2. What are your measurements / what are the quantified outcomes
3. What impact will your programs have – what is the benefit
4. Do you have a Board of Directors – what is their support or function
5. Do you have an Advisory Board – what is their impact
6. What is your funding source / trend
7. IF IN-DEVELOPMENT: What are your next steps to going live; what are the associated dates? Are you looking for funding? How will it be used?

Rating/Scoring System

- ★ ★ ★ ★ ★ Well above standards. Outstanding execution; content and/or strategies are comprehensive, thoughtful, and very well researched.
- ★ ★ ★ ★ Above standards. Well executed; content and/or strategies are developed, clear and well researched.
- ★ ★ ★ Meets standards. Includes essential components; content and/or strategies are evident; most components are relatively clear and researched.
- ★ ★ Below standards. Missing essential components; content and/or strategies are not evident; components are unclear; does not contain relevant content or research.
- ★ Well below standards. Major flaws or section missing.

Eligibility:

- Be actively preparing to start your own business (pre-launch), or
- Be actively running your own company currently in business, or
- Be actively planning or running your own not-for-profit organization.
- Not have won a pitch contest previously.
- Be able to present your pitch in-person at the Kauffman Foundation Conference Center

on June 5th, 2023.

Pitch Preparation Workshops (Optional). Register for these 1 hour virtual workshops at Kansascity.SCORE.org. <https://www.score.org/kansascity/local-workshops>

1 May 4, 10am

2 May 10, 9am

3 May 20, 12 Noon

****In addition to the workshops, all attendees are encouraged to work with a SCORE certified business mentor to help them develop and refine their pitch. Our mentors are all volunteers and there is no charge for their help. If you don't have a SCORE mentor and would like to work with one, visit [kansascity.score.org](https://www.kansascity.score.org). Please tell your mentor that you are entering the pitch contest!***

FAQ's and Disclaimers:

- The Pitch Contest registrants, finalists, or winners are not guaranteed to receive investor or bank funding.
- The Pitch Contest final will be in-person and in an open forum format. The finalists will be presenting to the judges and everyone else in the audience which will include other finalists and may include current and future competitors.
- Kansas City SCORE, its members, and its participants make no guarantees about the protection of any of the contestant's confidential information and plans presented at the Pitch Contest. As such, any information a contestant considers confidential should not be presented at the Pitch Contest.
- Any funding or investments resulting from the Pitch Contest are in no way sponsored or endorsed by Kansas City SCORE. Contestants are responsible for completing their own due diligence prior to accepting any such funding.
- Contestants agree to indemnify and hold harmless Kansas City SCORE, its members, and its representatives from and against any liabilities, losses, and expenses arising out of their registration and participation in the Pitch Contest or arising from any funding or investments resulting from the Pitch Contest.

Registering for the Pitch Contest is deemed as acceptance and acknowledgment of the above disclaimers.

