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The Beckendorf Family Center for Innovation
and Global Entrepreneurship

GUIDELINES

University of the Incarnate Word
H-E-B School of Business and Administration



The H-E-B School of Business and Administration (HEBSBA) at the University of Incarnate Word (UIW) organized the UIW Pitch Competition, which is sponsored by the Beckendorf Family Center for Innovation and Global Entrepreneurship. The competition aims to provide UIW students with novel, experiential learning and networking opportunities.

This competition helps participants develop their business ideas and prepare their Business Elevator Pitch to promote their venture with potential investors and other stakeholders. It incentivizes participants to identify and present the most critical assumptions of their business idea.

This competition is open to all UIW students on all our campuses and schools. A series of talks provides learning components to assist the participants in developing their elevator pitch.

It is our hope that Pitch competition participants continue their entrepreneurial path by participating in the UIW Startup Challenge in the Fall term.

The winning team will receive a cash prize of \$500, the runner-up team will receive \$300, and the third-place team will receive \$200.



The registration period for this competition is from

Link to register: <https://forms.office.com/r/6ZKJqVBiVi>

One participant per team must submit the registration form.



A business pitch typically includes the following key components, structured around clearly identifying a problem, presenting a unique solution, demonstrating market potential, highlighting your team's capabilities, and concluding with a compelling call to action:

- Define the problem** The most important thing is to _____ that is worth solving. If your product or service doesn't solve a problem that potential customers have, you don't have a viable business model. A clear problem statement will help you focus your solution.
- x **Describe your solution** Once you have clearly defined the problem you are solving, you need to _____. Solve one problem and do not stretch the solution to solve multiple potential problems. In this section, you show the link to your solution to the UN SDGs.
- x **Know your target market** In the target market section of your elevator pitch, you will define exactly who has the problem you are solving and figure out how many _____ you will be trying to sell to.
- x **Describe the competition** Every business has competition. Even if no one has come up with a solution similar to what you have come up with, your potential customers are solving the problem they have with some alternative. As you think about your _____, think about what advantages your solution offers over the competition.
- x **Who's on your team** In the "team" portion of your elevator pitch, you should talk about why _____ are the right team to execute your vision, and why your team's skillset is precisely what is needed to lead your company to success.
- x **Include a financial summary** For a great pitch, you must understand your _____. You will want to ensure that you can build a profitable company based on your assumptions. You should have a forecast completed so that you can talk about the numbers if you get questions and _____ if your potential investors are interested in learning more about your business.
- x **Show traction with milestones** Here you will talk about your _____. If you have already accomplished notable milestones, you should mention those.

_____ is the deadline for each team to submit a _____
This will be used to determine the finalist teams.



