



The Pitch 2024 Student Handbook

Important Dates:

Application Deadline: **Friday, October 25th**

Finalists Selection: **Tuesday, November 12th**

Live Pitches for Selected Finalists: **Saturday, November 23rd**

About the Competition

The Pitch is a Dragon's Den style event where Mount A students have the opportunity to pitch their business idea or social innovation project to a panel of judges. The competition was founded by Mount Allison's alumni Keifer Bell, Jill Edwards, and Tanner Wilson in 2018, and aims to recognize the top students/student teams who have identified a real gap in the market, and an effective solution to a problem or need with the potential to scale. This competition is open to all current Mount Allison students regardless of academic program or year of study.

Eligibility

Eligibility Requirements:

- Applicants must be current full-time students at Mount Allison University.
- Applicants may be enrolled in any program and in any year of study.
- Applicants **do not** have to be returning next year.
- Applicants may apply individually or with a team.

Additional requirements if the business being pitched is already operating:

- The applicant(s) must own at least 50% of the company.
- Annual revenue of the company must not exceed \$10 000.

Application Process

The application is a two-part process including both a video submission and a written submission. Please see the criteria below for each step of the submission. Send your completed application to kewry@mta.ca. Both the written and video submissions are due on **Friday October 25th**. Finalists for the live pitch will then be selected by judges after review of both parts of the application and will be contacted by November 12th. The final, live pitches will be hosted on November 23rd, so ensure you prepare ahead of time.

Video Submission:

The most exciting component of the application process is your video submission. In three (3) minutes, you are tasked with showcasing who you are, what problem you aim to solve, and how you aim to solve that problem through your business or social innovation project. This might take the form of a product or service that needs to be improved, something that is sorely lacking, or a social or cultural enterprise. The deadline for the video submission is **Friday, October 25th**.

Specific points to cover:

Points to cover	Weight
Introduce yourself and share any relevant information (education, volunteer work, job experience etc.) that will help you to successfully launch the idea.	5
Identify the problem you aim to solve.	10
Why does this problem matter?	15
What is your proposed solution for the problem?	40
How will you implement it?	20
Presentation/Pitching skills	10
Total	100

Tell us how you intend to tackle this problem! Three minutes will pass quickly, so you may want to develop a script that showcases your idea and solution in the best, most clear way. Be creative and engaging! Take us on a tour or let us see your thought process.

Filming Tips

- If you're filming with a camera:
 - Set your camera in a spot where it will not move or shake (preferably a tripod if one is available to you).
 - Make sure you are set in the frame and in focus before recording
- If you're filming with a phone:
 - Shoot the video with your phone horizontally (this look will mirror the look of a camera).

If possible, place your camera settings to **1080p HD at 30fps**. Most phones have this in the camera settings. On iPhones go: **settings > camera > record video**

- Try to stay in one location to avoid jarring changes in the background and camera shakiness.

- Try to set up in a setting where the background isn't distracting to viewers.
- Find a space with good lighting.
- Review any key messages you would like to include before filming (this adds a more personal approach and a layer of confidence to your message).
- Be enthusiastic and passionate about your idea.
- Keep your video to a maximum of 3 minutes.

Submission Instructions:

Please submit your video using one of the methods outlined below. Contact Kennedy Wry by email at kewry@mta.ca if you are experiencing difficulties.

A) Attach file directly to email (send to kewry@mta.ca)

B) One Drive Links (share directly with kewry@mta.ca)

C) SharePoint (share directly with kewry@mta.ca)

The video component of the application must be submitted by **Friday, October 25th**.

Written Submission:

The second part of your application will be a written submission which will allow you to provide some more details around the proposed idea you have pitched in the video submission. You can find the written application on the [MtA website](#), in our [Instagram bio](#), or by emailing pitch@mta.ca or kewry@mta.ca.

Aspects covered in this section of the application:

Points to cover	Weight
Introduce yourself and share any relevant information (education, volunteer work, job experience etc.) that will help you to successfully launch the idea.	5
Identify the problem you aim to solve and why does it matter?	10
What is your proposed solution for the problem?	30
What is your competitive advantage?	10
How will you implement it?	25
Inclusion of any additional information such as market data, financials etc.	10
Presentation and delivery of the written material	10
Total	100

Submission Instructions:

Please submit your document by sending it as an attachment in an email sent directly to kewry@mta.ca. Please name your file LastName_FirstNameWritten.doc. Contact Kennedy Wry by email at kewry@mta.ca if you are experiencing difficulties. The written component of the application must be submitted by **Friday October 25th**.

Final Live-Pitch:

The final component of the competition is a live pitch! Based on the rankings of the judges, around 7-10 teams will be invited to participate in a live pitch. The 'Finals' will be a live event on **November 23rd** where the finalists will have the chance to pitch their business idea to the judges in real time. You will have 10-minutes to present your idea (location TBD) which will be followed by a 5-minute Q&A period. Be sure to be clear and engaging, sell your idea to the judges!

Aspects covered in this section of the competition:

Points to cover	Weight
Compelling opening argument	5
Quality of the problem identified.	5
Has the team been able to clearly articulate why this problem matters?	10
Proposed solution for the problem	20
Implementation plan	20
Presentation style and quality	10
Responses to judges' questions	30
Total	100

Prizes

Up to \$6000 in cash prizes will be awarded to the top 3 applicants.

Follow us on Instagram @mtapitch and @entrepreneurshipmta!