



What's Your Big Idea?

2012 UD Elevator Pitch Competition

ENTRY DEADLINE: Thursday, September 27, 9:00pm

The Horn Program in Entrepreneurship will host an elevator pitch competition on **Friday, October 12**. Finalists will have 60 seconds to pitch their ideas as part of the launch celebration for a campus-wide entrepreneurship initiative. This is a chance to gain valuable feedback on your ideas and make a lot of great connections; \$1500 in Venture Development Center dollars - funding that you can spend on almost anything to pursue your idea - will be awarded.

How to Enter:

Those wishing to enter should send an email to e-studies@udel.edu with their name, business name, and a brief 1-2 sentence description of their business idea **no later than 9pm on Thursday, September 27.**

All entrants will have 60 seconds to pitch their idea at the Venture Development Center - 196 S. College Ave. - during a **preliminary round on Friday, September 28**. Pitches will be given in the order of entry, with the first pitch starting at 1:00pm (immediately after a Free Lunch Friday event focusing on delivering effective elevator pitches). The preliminary round of the competition will end when the final pitch has been delivered.

Eligibility:

All current University of Delaware students – grad and undergrad - are eligible to enter. Individual and team entries are welcomed.

Judging:

Faculty and staff from the entrepreneurial studies program will evaluate the preliminary round pitches based on perceived viability and innovativeness of the business idea as well as the overall persuasiveness of the pitch. This evaluation will result in the selection of at least six finalists who will pitch their ideas on Friday, October 12 from 11:30-12:30pm during the launch celebration for the Horn Initiative for Entrepreneurship. Invited guests at the celebration will be given Venture Development Center Dollars to award to the finalists.

Helpful Suggestions:

Successful entries are likely to address: (1) the nature of the opportunity, (2) why it can be expected to succeed, and (3) why the individual/team is well-suited to lead the development of the business or business concept.