

Burroughs 1st Annual  
**Entrepreneurship Week**  
April 12-16, 2021

Featuring

**BC Campus Idea**  
Pitch Competition

**BC New Venture**  
Pitch Competition

**Win up to \$1,200 in prizes!**

Open  
to all BC  
students



**TYRONE ADAM BURROUGHS**  
School of Business & Entrepreneurship  
**BENEDICT COLLEGE**

**#TheBESTofBC**

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# Campus Idea Pitch Competition

## What is your idea for improving Benedict's campus?

- ▶ Email your 5-slide pitch deck to [Burroughs@benedict.edu](mailto:Burroughs@benedict.edu) by 11:59 pm, **April 4, 2021**
  - ▶ Slide 1 - Title Slide - Include title of presentation, your name, major, classification
  - ▶ Slide 2 - Problem - Describe the problem on campus that you are addressing
  - ▶ Slide 3 - Solution - Describe your proposed solution to the Slide 2 problem
  - ▶ Slide 4 - Benefits - Describe the benefits of your solution to BC
  - ▶ Slide 5 - Long-Term Impact - Describe the long-term impact of your solution
- ▶ Finalists will be contacted by **April 11, 2021**.
- ▶ Finals will be held virtually on Tuesday, **April 13, 2021** at 11:00 am EST.
  - ▶ **Be prepared to pitch your idea in front of judges with any necessary tools, technology, and/or props.**

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# **New Venture Pitch Competition**

## **What is your idea for a business venture or social enterprise?**

- ▶ Email your 5-slide pitch deck and embedded 90-second video to [Burroughs@benedict.edu](mailto:Burroughs@benedict.edu) by 11:59 pm, **April 4, 2021**
- ▶ Teams may consist of 1-3 Benedict College students.
- ▶ Finalists will be contacted by **April 11, 2021**.
- ▶ Finals will be held virtually on Tuesday, **April 15, 2021** at 5:00 pm EST. Finalists will pitch their ideas in front of judges.

See Next Pages For Pitch Deck & Video Instructions

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# **New Venture Pitch Competition**

## **Pitch Deck**

**Instructions:** 5-Slide Pitch Deck (Click [here](#) for sample pitch decks)

- ▶ Slide 1 - Title Slide - Include venture name, team member name(s), contact information, **and** YouTube Link to video
- ▶ Slide 2 – Problem - Describe the problem that you are addressing
- ▶ Slide 3 - Solution - Describe your business idea that addresses the Slide 2 problem
- ▶ Slide 4 - Benefits - Describe your revenue model
- ▶ Slide 5 - Describe the social and/or environmental impact ([The Global Goals](#), [Intro to Social Entrepreneurship](#))

See Next Page For Instructions On Pitch Video To Include With Pitch Deck Slide Presentation

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# **New Venture Pitch Competition**

## **Pitch Video**

**Instructions:** 90-Second Pitch Video (Video can be 75 seconds to 105 seconds in length)

- ▶ The pitch video is your opportunity to tell the story of your business idea and to differentiate from other entries. There is no specific format for the video.
- ▶ One approach would be to use a screen sharing software (Screencastify, Zoom, or MS Teams) to record yourself discussing the slides.
- ▶ Another approach could involve using iMovie, Powtoon, or other video editing programs to make an animated video or sketchbook, interview of potential customers about your idea, etc.
- ▶ Upload your video to YouTube. Make sure viewing permissions are **NOT** set to private. We suggest using the unlisted setting. Include the YouTube link on the Title Slide of your 5-Slide Pitch Deck.