

# LAUNCHPOINT

PITCH COMPETITION

## HANDBOOK

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# THE LAUNCH POINT PITCH COMPETITION

# ABOUT

**The Launch Point Pitch Competition** is a high-energy competition to elevate early-stage entrepreneurs on their start-up journey. It provides new founders an opportunity to pitch, validate, and help launch their business idea. Competitors will be challenged to convey:

- the need for their business solution;
- their ability to create and deliver their business idea; and
- their ability to build a sustainable business that will grow over time.

This competition will have both a student stream and a community stream, and two rounds of pitching.

# PITCH COMPETITION PRIZES

The Launch Point Pitch Competition will award seed revenue for pitch competition winners. Seed revenue is money to be invested in developing your business idea. This award will be put towards your business and can help to develop your first prototype, improve packaging, help to carry out marketing, purchase materials, etc. If you place first, second, or third, you must submit a proposal outlining the allocation of your seed revenue.

## **STUDENT STREAM**

First Place: \$2,000.00  
Second Place: \$1,500.00  
Third Place: \$1,000.00  
  
Fan Favourite: \$500.00

## **COMMUNITY STREAM**

First Place: \$2,000.00  
Second Place: \$1,500.00  
Third Place: \$1,000.00  
  
Fan Favourite: \$500.00

# A NOTE ABOUT THE PRIZES

**For the Student Stream,** finalists will receive prize funding following enrolment confirmation by the University of Lethbridge (or respective institution). Student finalists should receive funding within 2 months of competition completion.

**For the Community Stream,** finalists must disclose how they would utilize the prize money. The use of funds must be verified in writing by the participant and may be subject to an audit at the discretion of the Organizing Committee. Copies of receipts to verify must be submitted to the Organizing Committee by December 31, 2023.

# THE 3-MINUTE VIDEO PITCH ROUND 1

The first round of pitches will be video submissions. Competitors will be submitting a recorded video of their pitch for judges to evaluate. Those who apply (i.e., those who complete the application form) will be required to submit their pitch videos to Agility by Thursday, March 30th at 12:00 PM MST. The Agility Team will review the pitches to ensure they have followed the required format and fall within the 3-minute pitch requirements.

**ANY RECORDINGS THAT EXTEND BEYOND THE 3-MINUTE MARK WILL BE DISQUALIFIED.**

Visit pages 7-10 for further information on judging criteria.

Round 1 applications close Thursday, March 30th at 12:00 pm MST. Judges for Round 1 are comprised of a panel of experts who will receive all pitch submissions by 4:00 pm MST. Judges will have until Thursday, April 13th at 12:00 pm to finalize and submit their score sheets. Each judge will provide one piece of constructive feedback per participant.

Results of the first round of the Launch Point Pitch Competition will be released Friday, April 14th at 12:00 pm MST. Participants will receive an email announcing the top three finalists of each stream. Participants who place fourth and fifth will also be notified and will have the opportunity to pitch in the final round should the top three be unavailable. Finalists will have two weeks to prepare for Round 2: the live Launch Point Pitch Competition, Saturday, April 29th.

More information on Round 2 next page.

## THE FAN FAVOURITE AWARD

Round 1 video submissions will be posted on the Launch Point Pitch Competition website [www.ulethbridge.ca/agility](http://www.ulethbridge.ca/agility) by 4:00 pm Thursday, March 31st. All participants, along with the general public, will have until Friday, April 14th at 12:00 pm MST to cast a vote for their favourite pitch. Voting will take place through our Qualtrics portal, and only unique votes will be included in the final totals.

The video pitch with the most votes will be awarded the Fan Favourite award, a prize of \$500.00. The winner will be announced live at the Launch Point Pitch Competition on Saturday, April 29th, 2023.

# THE 10-MINUTE LIVE PITCH ROUND 2

## **THE SECOND ROUND OF PITCHES WILL BE LIVE IN-PERSON.**

The top three contestants from both the community and student stream will pitch live at the Launch Point Pitch Competition.

Each pitch will be up to 10-minutes in length and will be judged by a panel of experts.

Pitches will be scored in real time and judges will have the opportunity to each ask one question at the end of every pitch.

Judges deliberations will take place at the end of both streams, and winners will be announced at the very end of the competition. Further details of the event agenda will be released as we get closer to the competition.

All updates will be released on the Launch Point Pitch Competition website <https://www.ulethbridge.ca/agility/launch-point-pitch-competition>

## **REQUIRED ALL PARTICIPANTS MUST BE AVAILABLE TO PITCH IN PERSON.**

All participants must be available to pitch in person. If you are unable to attend the live pitch competition, your place will be forfeited, and another competitor will be invited to take your place.

# PITCH COMPETITION RULES

1. Competitors must submit a complete application. Incomplete applications will be rejected.
2. All contestants must be 18 years of age or older to compete.
3. Submissions must be completed by a founder or a majority shareholder\*.
4. If businesses are pitching as part of a team, the team must assign a "Team Lead", or someone who will pitch on behalf of the team. The team lead must be a majority shareholder\*.
5. Accepted competitors must pitch at both rounds of the competition, unless otherwise approved. If presenting as part of a team, the Team Lead must be the one to pitch both in the first and second round of the competition, unless otherwise approved.
6. All information shared in your application and pitches are considered public knowledge. The University of Lethbridge and Community Futures are not required to hold any confidential information.
7. Judges must follow a standard judging rubric for all pitches. The decision of the judges is final. Judges are required to keep their contestant information and evaluations confidential.
8. Round 1 video submissions cannot exceed 3 minutes. Failure to comply will lead to disqualification.
9. Round 1 competitors must agree to allow the University of Lethbridge and Community Futures to distribute and share pitch videos.
  - a. Participants will be asked to sign a Freedom of Information and Protection of Privacy form.
  - b. If you do not agree, you will not be eligible to compete for the Fan Favourite award.
10. Round 2 live pitches cannot exceed 10 minutes. Contestants will be cut off at the 10-minute mark, and judges are instructed not to evaluate past 10-minutes. Contestants will receive a timer on stage.
11. Round 2 pitches are considered to have commenced when the presenter starts their presentation through either movement or speech.
12. These rules are in effect unless otherwise overruled by the University of Lethbridge or Community Futures. Any changes to the rules will be communicated to all participants.
13. If you have any questions or concerns about the rules for the Agility Pitch Competition, please contact [agility@uleth.ca](mailto:agility@uleth.ca).

\*What is a majority shareholder? Depending on the amount of shareholders in the business, the person pitching must own a majority of the business. For example, if there are two founders, the person pitching must own 50% or more of the business in order to pitch. If there are 4 shareholders, two who hold 40%, and two who hold 10%, the person giving the pitch must be the one of the shareholders who own 40%.



# STUDENT STREAM ELIGIBILITY

## ELIGIBLE STUDENT PARTICIPANTS MUST:

- Be post-secondary students that are currently taking three or more courses at the University of Lethbridge, Lethbridge College, or Red Crow College, or must
- Currently be taking a minimum of one course from the University of Lethbridge, Lethbridge College, or Red Crow College, and have taken at least three courses during the last 18 months, or must
- Have graduated from the University of Lethbridge, Lethbridge College, or Red Crow College within the last 12 months.

**PARTICIPANTS MUST BE A MAJORITY SHAREHOLDER** of the business being pitched (see competition rules for details). Participants should not have previously started or currently operate a company that has:

- Sold more than \$10,000,
- Taken a loan of \$10,000, or
- Raised more than \$10,000 in capital/equity revenue.

Top placing U of L students are nominated by the University of Lethbridge to compete at 150 Start-ups (learn more about 150 Start-ups below) to compete for \$10,000 in seed revenue. Occasionally the top two teams are nominated, but only one nomination is guaranteed. If the nomination is rejected, the next top placing U of L team will be nominated until a nomination is accepted

## 150 START-UPS (STUDENT STREAM ONLY)

One student entrepreneur will be selected to attend the 150 Startups Kickoff Weekend, hosted by Bow Valley College. The kickoff weekend is held at the beginning of May and ends with a regionally based pitch competition for Alberta's top student entrepreneurs. Student entrepreneurs will be competing for \$10,000 and a Draper U placement. The U of L student with the highest evaluation from the judges will be nominated and will most likely be offered the opportunity to participate in the 150 Startups Competition. In the case the highest evaluated U of L winner does not qualify or wish to participate in the competition, Agility will share the opportunity with second-highest, third-highest, and so on.

# COMMUNITY STREAM ELIGIBILITY

## Participation Eligibility

a) Individuals (18 years and older as of January 1st, 2023) or b) teams (one member must be 18 years or older as of January 1st, 2023).

Launch Point is primarily open to new businesses and new business ideas. Existing business owners who have a business idea or strategy that is a shift from their regular line(s) of business are welcome to compete (eligibility of the shift away from regular lines of business will be reviewed and eligibility determined by the Organizing Committee).

Teams must be living or working in the Community Futures Lethbridge Region (Barons, Blood Band Reserve, Broxburn, Coaldale, Coalhurst, Del Bonita, Diamond City, Iron Springs, Kipp, Lethbridge (city and county), Magrath, Nobleford, Picture Butte, Raymond, Shaughnessy, Spring Coulee, Stand Off, Stirling, Tempest, Turin, Welling, and other surrounding communities).

Teams must have one member designated as the Team Leader. The Team Leader will be the primary contact person for the team, be of legal age, and will be responsible for all communications to and from the Launch Point Organizing Committee on behalf of his or her team.

- A new business will have been in operation less than two (2) years.
- A new business idea will not have been actualized and not, as of March 31, 2023, in operation.
- An existing business who has a shift idea (pivot) will have been in business less than five (5) years.
- New Businesses and new business ideas must have not generated more than \$100,000.00 in revenues in the business to date.
- An existing business who has a shift idea must not have generated more than \$10,000.00 in annual revenues from the shift idea.

The proposed business idea must be located in the Launch Point region (as defined in 1b).

While full participation in the Launch Point Pitch Competition training sessions and events are encouraged, it is not mandatory to enter Round 1.

All Round 1 video pitch entries must be submitted no later than 12:00 p.m. on Friday, March 31, 2023, to be eligible.

# INELIGIBLE FOR COMMUNITY STREAM INELIGIBILITY

## INELIGIBILITY

A participant is able to participate in the Launch Point Pitch Competition, but is ineligible to compete for prizes if they do not meet all the eligibility requirements;

1. are a member of the Launch Point Pitch Competition Organizing Committee or Judge (or any partner or business associate of a Judge), Community Futures staff member (or staff equivalent), or any of the immediate family of the above that are on a team, is a mentor in the current competition year or operates with some formal business relationship with the Participant;
2. solicits a Judge(s) directly or indirectly, in which case the Participant will be disqualified.
3. exhibits conduct which is unlawful, would reflect poorly on the reputation of the Launch Point pitch Competition, is harmful with malicious intent to any of the sponsors in any way, or for any or prizes if, in their sole unfettered discretion, they feel that the nature of the submissions tendered were not of the type or quality contemplated in the Launch Point Pitch Competition.

## GENERAL

All claims regarding eligibility will be considered until March 30th, 2023.

Any pitches that include profanity, reference to sex, religion, and/or illegal activity will be automatically disqualified.

Decisions made by the Judges are only subject to ratification by the Organizing Committee. Decisions made by the Judges on Friday, March 31, 2023, are final.

In the event a winner does not meet the requirements for the use of funds or is disqualified for any reason, the cash will be reallocated to the future operations of the Launch Point Pitch Competition and any other prizes will be dealt with at the discretion of the Organizing Committee.

The Organizing Committee has the right to refuse entry to any individual or team.

All decisions made by the Organizing Committee are final. The Organizing Committee has the right to amend this document and the conduct of the Launch Point Pitch Competition at its discretion even if it has commenced.

The Organizing Committee and the Judges have the authority not to award a prize or prizes if, in their sole unfettered discretion, they feel that the nature of the submissions tendered were not of the type or quality contemplated in the Launch Point Pitch Competition.

# COMMUNITY STREAM DISCLAIMER

# ELIGIBILITY

## DISCLAIMER

By registering for the Launch Point Pitch Competition, you will be participating in an event where video, photography and audio recording may occur. When you participate in the Launch Point Pitch Competition, you consent to video recording, audio recording, photography, and interview(s) and their publication, release and reproduction for social media, news, promotions, telecasts, advertising, inclusion on web sites or any purpose(s) that the Agility Program and Community Futures Lethbridge Region deems fit to use. You release Community Futures Lethbridge Region, its Board, officers, employees, sponsors, partners and each and all persons involved from any liability connected with recording, talking, digitizing, publication of interviews, photographs, computer images, and video and/or audio recordings. For the Student Stream, participants will be asked to sign a Freedom of Information and Protection of Privacy form before recording and distributing any promotional materials.

By participating in the event, you waive all rights you may have to any claims for payment or royalties in connection with any exhibition, webcasting, streaming, televising, or other publication of these material, regardless of the purpose or sponsoring of such exhibiting, broadcasting, webcasting, or any other publication irrespective of whether a fee for admission or sponsorship is charged. You waive any right to inspect or approve any photo, video, or audio recording taken by Community Futures Lethbridge Region and its partners and sponsors.

You have been fully informed of your consent, waiver of liability, and release before participating in the Launch Point event.

# ROUND 1

# JUDGING CRITERIA

## The Problem

Identify the problem that you are looking to solve or the opportunity your product/service provides. Who does this affect? Tips: Be clear in describing why the customer/audience needs this problem to be solved. This is a great section to use an emotional connection.

Judging Criteria	Score (0-10)
Did the pitch contestant clearly identify the problem they're looking to solve?	
Did the pitch contestant clearly identify who this affects? (target market)	

## The Solution

Explain your product or service, and how it relates to the problem you just identified. Talk about the benefits your solution provides and answer the basic questions: "what does your product/service do?", "how is it unique?", "how does it address the problem you've identified?".

Judging Criteria	Score (0-10)
Did the pitch contestant clearly explain what makes their solution (product/service) unique?	
Did the pitch contestant clearly identify how their solution addresses the problem they've identified?	

# ROUND 1 CONTINUED

# JUDGING CRITERIA

## How Will You Make Money?

Identify your core revenue streams, i.e., how you plan on making money. Present your anticipated sources of income. Financial breakdowns are not required for this round of pitching.

Judging Criteria	Score (0-10)
Did they identify their core revenue streams?	
Are these revenue streams viable based on the information they've provided?	

## Your "Ask"

End your pitch with an "ask"; what are you looking for to help move your business forward? "Asks" don't always have to be financial. Some examples could include funding, mentorship, a team member, resources, training, a network, etc. Reflect on your business and incorporate what you think you will need moving forward.

Judging Criteria	Score (0-10)
Did they identify an appropriate ask that will help advance their business?	
Did they identify their team members? And/or the next immediate person they would like to bring on?	

## Pitch Delivery

Entrepreneurs will need to demonstrate their skills as a presenter. Entrepreneurs will be tasked to illustrate speaker presence and pitch delivery. Things entrepreneurs will consider for this section include the aesthetics of their pitch deck and their own presence.

Judging Criteria	Score (0-10)
Delivery: Was the presenter clear, professional, and enthusiastic?	
Pitch Deck: Was the pitch deck clear, engaging, and relevant?	

## ROUND 2

# JUDGING CRITERIA

**Round 2 live pitch presentations** will be judged by a separate panel of 3 experts on Saturday, April 29th at the University of Lethbridge. In this round of judging, pitches will be judged in real time, and with a short deliberation period after each stream. (The student stream will pitch first, and the community stream will pitch following a short intermission.) In this round, each judge will also have the opportunity to ask one question to each participant. So, each participant will be asked up to three questions and will be scored on their answer.

### The Problem

Identify the problem that you are looking to solve or the opportunity your product/service provides. Who does this affect? Tips: Be clear in describing why the customer/audience needs this problem to be solved. This is a great section to use an emotional connection.

Judging Criteria	Score (0-10)
Did the pitch contestant clearly identify the problem they're looking to solve?	
Did the pitch contestant clearly identify how their solution addresses the problem they've identified?	

### The Solution

Explain your product or service, and how it relates to the problem you just identified. Talk about the benefits your solution provides and answer the basic questions: "what does your product/service do?", "how does it work?", "how does it address the problem you've identified?".

Judging Criteria	Score (0-10)
Did the pitch contestant clearly explain what makes their solution (product/service) unique?	
Did the pitch contestant clearly identify how their solution addresses the problem they've identified?	

# ROUND 2 CONTINUED

# JUDGING CRITERIA

## Revenue Projections

Identify your core revenue streams, i.e., how you plan on making money. Present your anticipated sources of income. Build off your core revenue streams and create an anticipated financial projection for the next year. Identify your biggest operational costs and how much these costs will be in the next year.

Judging Criteria	Score (0-10)
Did they identify their core revenue streams? Are these revenue streams viable based on the information they've provided?	
Did they identify their operational costs? Are these costs viable based on the information they've provided?	

## Now, Next, Later Plan

The Now, Next, Later plan is a flexible framework that helps identify and communicate goals, direction, and a plan. It shows what is currently being worked on, what's next, and what is further ahead, without committing to hard-and-fast deadlines.

Judging Criteria	Score (0-10)
Did they identify what they're working on within the next 3 weeks? Does this seem viable based on the information provided?	
Did they identify what they're working on within the next 3 months? Does this seem viable based on the information provided?	
Feasibility of scaling. Does this idea seem feasible based on the information they've provided?	

## Now, Next, Later Plan

The Now, Next, Later plan is a flexible framework that helps identify and communicate goals, direction, and a plan. It shows what is currently being worked on, what's next, and what is further ahead, without committing to hard-and-fast deadlines.

Judging Criteria	Score (0-10)
Did they identify what they're working on within the next 3 weeks? Does this seem viable based on the information provided?	



## ROUND 2 CONTINUED

# JUDGING CRITERIA

Judging Criteria cont'd	Score (0-10) cont'd
Did they identify what they're working on within the next 3 months? Does this seem viable based on the information provided?	
Feasibility of scaling. Does this idea seem feasible based on the information they've provided?	

### Your "Ask"

End your pitch with an "ask"; what are you looking for to help move your business forward? "Asks" don't always have to be financial. Some examples could include funding, mentorship, a team member, resources, training, a network, etc. Reflect on your business and incorporate what you think you will need moving forward.

Judging Criteria	Score (0-10)
Did they identify an appropriate ask that will help advance their business?	
Did they identify an appropriate ask that will help advance their business?	

### Pitch Delivery

Entrepreneurs will need to demonstrate their skills as a presenter. Entrepreneurs will be tasked to illustrate speaker presence and pitch delivery. Things entrepreneurs will consider for this section include the aesthetics of their pitch deck and their own presence.

Judging Criteria	Score (0-10)
Delivery: Was the presenter clear, professional, and enthusiastic?	
Questions: Did the presenter answer the questions appropriately?	
Pitch Deck: Was the pitch deck clear, engaging, and relevant?	

# PITCH COMPETITION WORKSHOPS AND COMMUNITY SUPPORT

*Optional pitch competition training and support will be provided to all participants, and participation in these events and workshops is encouraged but not mandatory.*

## **Cover Your Assets | Protecting Your Intellectual Property**

Are you looking to learn more about intellectual property? This series will cover all the basics of the different types of intellectual property and will help get you started on your IP journey. Attend an individual session or a minimum of four sessions to receive a certificate of completion and recognition.

Wednesdays 5:30 – 7:00 pm, January 18th – February 15th

- Week 1: Overview | What is intellectual property and why is it important? | January 18th
- Week 2: Patents | January 25th
- Week 3: Trademarks | February 1st
- Week 4: Copyright & Industrial Design | February 8th
- Week 5: Intellectual Property Ownership & Funding Opportunities | February 15th

Learn more about the series and register at: <https://www.ulethbridge.ca/agility/intellectual-property-cover-your-assets>

## **Trailblazing | Building Your Idea Into a Business**

Trailblazing is a 6-week program that will help you design a fool-proof business based on an idea. You will learn how to think like an entrepreneur, which will help you become a better problem solver and thinker. Trailblazing will help you either start your own business or gain a competitive advantage in landing your dream job. You will also be invited to enter the Launch Point Pitch Competition where you could win \$2,000!

Virtual sessions: Mondays 7:00 – 8:30 pm, February 6th – March 20th

In-person sessions: Tuesdays 6:30 – 8:00 pm, February 7th – March 21st

- WEEK 1: Find Customers for Your New Business | February 6th – 12th
- WEEK 2: Beat Out the Competition | February 13th – February 19th
- BREAK | February 20th – 26th
- WEEK 3: Make Your Idea Unbeatable | February 27th – March 5th
- WEEK 4: Make Money in Your New Business | March 6th – March 12th
- WEEK 5: Build Your New Business Idea | March 13th – March 19th
- WEEK 6: Pitching Your New Idea for Results | March 20th - March 26th

As part of the Trailblazing program, participants receive 1-1 mentor sessions for business support (i.e., business planning, business design, etc.). These sessions are only open between February 6th – March 27th.

Learn more about the series and register here: <https://www.ulethbridge.ca/agility/trailblazing>

# PITCH COMPETITION WORKSHOPS AND COMMUNITY SUPPORT

## **Learn How to Pitch and Receive Pitch Support**

Coming March 2023: Keep an eye out for pitch support sessions as they become available.

- Pitching 101: Learn how to build your pitch deck and get tips and tricks on pitching your business idea.
- How to Record Your Pitch: Not sure how to record your video pitch? Looking for tips on how to present best on camera? Join us for short workshops on best practices for recording your business idea.

Register for Launch Point upcoming events as they become available.

## **Build Your Network and Socialize Your Business Idea**

Coming March 2023: Keep an eye out for networking sessions as they become available.

- Networking 101 Workshop: Learn the best networking practices and how to make the most out of your connections.
- The RBC Small and Family Business Summit: Students and community members come together to learn from innovators and entrepreneurs leading change in their organizations.

Register for Launch Point upcoming events as they become available.

## **Launch Point Information Sessions**

Available between February 1st – March 30th, these meetings are to help answer questions about the pitch competition and provide information on the application process. Launch Point Information Sessions are 15-minutes in length and can be booked [here](#).

## **Pitch Coaching Sessions**

Pitch Coaching Sessions are 1-hour sessions for participants looking for help with designing their pitch deck or practicing their pitch. These will be available for Round 1 applicants and finalists. These sessions will become available [here](#).

## **The Regional Innovation Network of Southern Alberta (RINSA)**

The ultimate goal of all Regional Innovation Networks (RINs) across the province is to create community-based networks of programs and services to accelerate the growth of technology and knowledge-based entrepreneurs and venture development. RINSA collectively assists start-ups and small businesses to successfully navigate the commercialization system through programs, services, and resources.

View all their events and resources [here](#).

The Regional Innovation Network of Southern Alberta (RINSA) was formed in 2011 as a collaborative partnership and has since grown to over 10 member organizations:

- University of Lethbridge
- Teconnect and Economic Development Lethbridge
- Lethbridge College

# PITCH COMPETITION WORKSHOPS AND COMMUNITY SUPPORT

- National Research Council – Industrial Research Assistance Program
- Alberta Innovates
- Lethbridge Chamber of Commerce
- Okotoks Economic Development
- Piikani Resource Development
- Blood Tribe Economic Development
- Community Futures
- Southgrow Regional Initiative
- Alberta Southwest Regional Economic Development

View the partner list [here](#).

We wish all competitors the best of luck and are looking forward to a great competition! Thank you to all sponsors, mentors, judges, and organizers for your key role in making this event possible.

For any questions regarding the pitch competition, please email [agility@uleth.ca](mailto:agility@uleth.ca).

B R O U G H T T O Y O U B Y :

