

Pitch Competition Guidelines



Purpose

The Greater Des Moines Partnership seeks to foster a growing and dynamic small business and entrepreneurial community within Greater Des Moines (DSM). Our overall goal for the Pitch Competition is to encourage small business owners and entrepreneurs of all stages in DSM to participate. This competition is a great opportunity for local businesses and entrepreneurs to pitch their business or idea to a panel of judges for the purpose of receiving feedback and potential prize money that would act as a catalyst for change.

The competition is separated into two separate tracks – established businesses gaining revenue and business concepts that are in the idea stage. Businesses and entrepreneurs without prior pitch competition experience are encouraged to apply.

Who Should Participate

- Business owners who have a business address in Greater Des Moines (see index of the region)
- Entrepreneurs who live in Greater Des Moines (see index of the region)
- Business owners or entrepreneurs who seek to establish a new business or grow or expand an existing business in Greater Des Moines (see index of the region)
- Business owners or entrepreneurs with concepts that are bold, new and would potentially transform their local communities

Application Rules

Rules for Existing Businesses

- Submissions may be entered by individuals or teams who share ownership in a business
- Each individual or team may enter only 1 business application

Existing Business Eligibility

- Must be an operating business with a source of revenue
- Businesses must be established within Greater Des Moines (see index of the region)

Rules for Business Concept/Idea

- Submissions may be entered by individuals or teams
- The maximum number of team members for a single pitch is limited to 3 persons
- Each individual or team may only enter 1 original idea or concept

Business Concept/Idea Eligibility

- The pitched concept or idea must be one which could be activated within Greater Des Moines (see index of the region)



Time

Three (3) minutes are allocated to each pitch. Five (5) minutes are allocated to Q&A with the judges. In total, each pitch will have eight (8) minutes maximum.

Use of Technology

Pitch applicants using PowerPoint or slide presentations are responsible for running their presentations. Technical support will not be provided by the Greater Des Moines Partnership.

Contest Process

Application review will be held March 6 – 14. Notifications will be sent by March 15.

An informational session for competition finalists will be held prior to the pitch final. The session will be held virtually with Greater Des Moines Partnership representatives and a speaking coach to teach entrepreneurs and business owners how to construct a pitch. Contest criteria and pitch FAQ's will be provided to all applicants.

Three (3) pitch applications will be selected from each category to compete in the live pitch event at the Small Business Success Summit on March 22, 2023. Pitch applicants will present to the final judges during the first and second breakout round sessions. The finalists will then present their pitches to Small Business Success Summit attendees, sponsors and partners over the lunch intermission and awards will be presented. Complimentary admission into the Summit will be provided for the finalists.

Contest Schedule

Application opens Feb. 14, 2023 and closes on March 5, 2023 at 11:59 p.m.

Notifications Will be sent by March 15, 2023

Evaluation Criteria

Applications will be graded on the following criteria on a graded scale:

Business or Concept Description

- Detail the business or business concept/idea

Business or Concept Impact

- What impact would the prize money have on your business/concept
- What impact would the prize money have on Great Des Moines/Regional market

Market Analysis

- What are the characteristics of the market?
- What is the size and growth of the market?
- Who are your targeted customers? How well is that target defined?

Product or Service Analysis

- What product or service does/will your business provide?
- Is that product or service feasible?
- Is there a presence of potential substitutes for the product or service?

Competition

- What is the market competition like? Who are your competitors? What are the strengths and weaknesses of your concept or idea?

Marketing Strategy

- How will sales be achieved?
- Is there a realistically defined marketing plan?
- Does the plan adequately address price, product, place and promotion?

Operations

- How will products or services be produced and delivered?
- What is the likelihood of securing resources required for service/product?

Management

- What is the depth and breadth of the entrepreneur's team and their capabilities?
- Does the team demonstrate the ability to grow with the organization and attract new talent?

Finances

- How compelling is the business model?
- How reasonable are the financial projections?
- Are there prospects for long-term profitability?

Presentation

- Did the entrepreneurial team explain funding?
- Did the team calculate a realistic valuation?
- Were offerings to investors and anticipated returns clearly explained?

Disclaimer

Confidentiality is not guaranteed, and the contest organizer is not responsible for preventing other competitors, judges, sponsors or audience members who hear or see a pitch competitor's idea or materials from sharing the idea and/or materials.

All applications are subject to review by our committee. We reserve the right to accept or reject any application. By submitting its application, the applicant acknowledges and affirms its acceptance of these terms.