

UIW Pitch Competition

Spring 2025

Sponsored by

The Beckendorf Family Center for Innovation
and Global Entrepreneurship

GUIDELINES

University of the Incarnate Word
H-E-B School of Business and Administration



UIW Pitch Competition Overview

The H-E-B School of Business and Administration (HEBSBA) at the University of Incarnate Word (UIW) organized the UIW Pitch Competition, which is sponsored by the Beckendorf Family Center for Innovation and Global Entrepreneurship. The competition aims to provide UIW students with novel, experiential learning and networking opportunities.

This competition helps participants develop their business ideas and prepare their Business Elevator Pitch to promote their venture with potential investors and other stakeholders. It incentivizes participants to identify and present the most critical assumptions of their business idea.

This competition is open to all UIW students on all our campuses and schools. A series of talks provides learning components to assist the participants in developing their elevator pitch.

It is our hope that Pitch competition participants continue their entrepreneurial path by participating in the UIW Startup Challenge in the Fall term.

Awards

The winning team will receive a cash prize of \$500, the runner-up team will receive \$300, and the third-place team will receive \$200.

Criteria, Requirements, & Expectations

Idea Criteria

This competition is an opportunity for all UIW students to develop new and creative ideas that solve relevant real-world problems and can support the economic growth of our community. This competition explicitly seeks business ideas linked to UN sustainable development goals (SDGs).

Minimum Requirements

- All entries must be original work of eligible teams and free from any claim of copyright, patent, or other restriction. The business idea should not violate any intellectual property rights. Plagiarism of ideas will result in disqualification.
- Proposed business ideas are expected to be financially feasible.
- The proposed business must complement the mission of the H-E-B School of Business and Administration and UIW.
- The organizers of the UIW Pitch Competition reserve the right to remove students who enter business plans for ventures or proposed ventures that are offensive, illegal, and inconsistent with the values of the UIW.

Expectations

Participants will increase their chances of reaching the final stage of the competition by conducting customer and market research analyses to assess the viability of their business idea.



Registration Process

The registration period for this competition is from **January 13 to January 31st, 2024.**

Link to register: <https://forms.office.com/r/6ZKJqVBiVi>

- One participant per team must submit the registration form.
- Each participant must acknowledge the competition rules and guidelines.
- All participants agree that their business idea represents the original work of the student members and are responsible for obtaining all copyrights, trademarks, and patents, if necessary.
- Each participant also grants permission to publicize their name, a brief description of their business idea, and their photograph.

Team Guidelines

- The proposed business idea must be wholly owned by the participating team members for the duration of the competition. It may not infringe upon any third party's copyright or other intellectual property rights.
- Cross-disciplinary teams within UIW are encouraged. A cross-disciplinary team may consist of students enrolled in different UIW Schools or programs.
- Each team can submit only one business idea.
- Participants are restricted to joining only one team to avoid conflicts of interest between business ideas and lack of commitment to one business idea.
- Past UIW Pitch Competition award winners are not eligible to enter the same business idea. However, teams or team members who have received a previous prize or funds from UIW can compete if their business idea submission differs entirely from their prior submission.
- The competition organizers shall have the final authority to determine team eligibility to participate should there be a circumstance other than those listed above.

Timeline

- **January 31st-** Deadline to submit applications to this competition.
- **February 23rd-** Deadline to submit Pitch videos. See the Pitch Guidelines below.
- **February 26th-** Finalists will be announced.
- **March 5th-** Final Pitch Presentations and awards reception at 1:30pm in GB 212.



Pitch Elevator Guidelines (4 minutes)

A business pitch typically includes the following key components, structured around clearly identifying a problem, presenting a unique solution, demonstrating market potential, highlighting your team's capabilities, and concluding with a compelling call to action:

- *Define the problem.* The most important thing is to **identify a problem** that is worth solving. If your product or service doesn't solve a problem that potential customers have, you don't have a viable business model. A clear problem statement will help you focus your solution.
- *Describe your solution.* Once you have clearly defined the problem you are solving, you need to **explain your solution**. Solve one problem and do not stretch the solution to solve multiple potential problems. In this section, you show the link to your solution to the **a UN SDGs**.
- *Know your target market.* In the target market section of your elevator pitch, you will define exactly who has the problem you are solving and figure out how many **potential customers** you will be trying to sell to.
- *Describe the competition.* Every business has competition. Even if no one has come up with a solution similar to what you have come up with, your potential customers are solving the problem they have with some alternative. As you think about your **competition and existing alternatives**, think about what advantages your solution offers over the competition.
- *Who's on your team.* In the "team" portion of your elevator pitch, you should talk about why **you and your business partners** are the right team to execute your vision, and why your team's skillset is precisely what is needed to lead your company to success.
- *Include a financial summary.* For a great pitch, you must understand your **business model**. You will want to ensure that you can build a profitable company based on your assumptions. You should have a forecast completed so that you can talk about the numbers if you get questions and **provide the financial forecast** if your potential investors are interested in learning more about your business.
- *Show traction with milestones.* Here you will talk about your **upcoming goals and when you plan to achieve them**. If you have already accomplished notable milestones, you should mention those.

February 23rd is the deadline for each team to submit a **4-minute video Business Pitch of the business idea**. This will be used to determine the finalist teams.



All deadlines will be strictly applied and must be strictly adhered to.
Judging Criteria for the Final Presentations

March 5 will be the presentation of the finalist teams **in-person 4-minute Business pitch**.

The finalist judges will evaluate the teams in the following categories: Team, Idea, Impact, and Business viability.

Judging For the Final Presentation

- All teams will make a live presentation to a panel of three judges. Each team will be allocated 4 minutes to present, followed by a 4-minute question-and-answer session with the judges.
- After each team's presentation, the judges will ask questions about their business ideas.
- Each judge will fill out a scorecard grading each finalist team.
- Following all presentations, the judges decide on the winners by majority vote, and awards are distributed. If the judges cannot reach an agreement regarding the winners, the Dean of the HEBSBA will make a final decision.

If you have any questions, please contact Dr. Jose Moreno at jfmoreno@uiwtx.edu or Dr. Teresa Harrison at tljohns3@uiwtx.edu



Other Terms and Conditions

- **Rights Reserved.** UIW reserves the right to change the General Rules and Eligibility to Participate at any time, in its sole discretion, and to suspend or cancel the PITCH COMPETITION or any entrant's participation in the competition should unauthorized human intervention or other causes beyond UIW's control, affect the administration, security, or proper play of the competition. No responsibility is assumed, and entrants waive all claims for lost, late, or misdirected entries or technical malfunctions or problems, the website, or any combination, including any injury or damage to the entrant's or any other person's computer resulting from any causes. Entrants who violate the PITCH COMPETITION rules, tamper with the operation of the competition, or engage in any conduct that is detrimental or unfair to the PITCH COMPETITION or any other entrant (in each case as determined in UIW's sole discretion) are subject to disqualification from the competition. Sponsors reserve the right to remove and disqualify any entrant whose eligibility is in question.
- **Release and Waiver.** By entering, participants, without limitation, release and hold harmless UIW and their respective directors, officers, employees, and agents from all liability for any injuries, loss, or damage of any kind in connection with the PITCH COMPETITION, including intellectual property and lost business opportunities damages. By entering this competition, you agree to waive any right to claim ambiguity or error in the rules or in the competition itself.
- Students retain the rights to the plans for use before and after the contest. The final deliverables may not contain knowingly false information about the background, experience, or team's education or the performance of the venture's proposed or existing products/services.
- The winning team members may be required to submit a completed W-9 form.
- This Agreement and competition shall be governed by and interpreted in accordance with the laws of the State of Texas, and the exclusive venue shall be in Bexar County, Texas.

Confidentiality and Intellectual Property

- Pitch Competition Competition (PITCH COMPETITION) honors the confidentiality of all participants' business ideas and proposals. Business ideas, overviews, and plans will not be copied for any purposes other than use in this competition.
- All submitted information is deemed the property of the participating teams. All judges and staff are working professionals and investors who routinely evaluate business plans and understand the need for confidentiality and sensitivity of the presented materials. Teams are strongly encouraged NOT to provide any specifics or details considered intellectual property or the key to intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of confidentiality concerns.
- Although a formal non-disclosure agreement will not be signed, by participating as a judge or mentor, you agree not to use, copy, share, or profit from any business idea without the consent of each team member.
- Student presentations are open to the public, and students are encouraged to use discretion when sharing technical information about their products and services in public venues to help protect any intellectual property rights they might have.
- As a competitor, you are responsible for protecting any information concerning your business that you share with mentors, team members, and fellow competition participants. UIW takes no responsibility for unwanted disclosure in these instances. Ultimately, protecting sensitive materials is the sole responsibility of the teams participating in the competition.

Publicity Release

- Participants irrevocably consent to and authorize UIW, its officers, and employees to photograph, publish, exhibit, reproduce, edit, modify, distribute, display, or otherwise use or reuse the participant's image, voice, and likeness, with or without the product or presentation, in all markets, media or technology, as long as there is no intent to use the image, voice, and likeness in a disparaging manner. The university may exercise any of these rights itself or through any successors, licensees, or other parties, commercial or nonprofit.
- Participants waive any right of review or inspection and agrees and understands that UIW shall be without liability to participant for any distortion or illusionary effect resulting from the publication or dissemination of any likeness, audio recording, or other image.
- Participants understand that UIW exclusively owns all rights to these images and recordings irrespective of the form in which they are produced or used and authorizes UIW to use them at any time in perpetuity without further compensation or permission.