The Pitch 2014-2015 Application

The Entrepreneurial Leader
An entrepreneur is a driver of innovation. Leaders are the primary force behind change. Entrepreneurial leaders add value to ideas that transform communities, improve systems and create organizations that shift the way we interact with our world and with each other. We support all genres of entrepreneurship.

The Idea
The Pitch is a student contest, which is designed to be an applied learning experience in entrepreneurial leadership. Participating students will be supported at every stage of the entrepreneurial process - from idea to implementation. The winner will receive a $10,000 grant to transform his or her idea into reality.

The Support
The best way to prepare for The Pitch is by joining the accelerator program, HWS IdeaLab, which is designed to power up early stage entrepreneurial ideas. Selected participants will join a dynamic learning environment where faculty, staff and alums lead a workshop series to develop ideas. Participants compete for $3,000 in seed funding and have a proposal ready to submit to The Pitch.

Proposals for the lab are due on Monday, Sept. 22nd by 12 noon.

The Challenge
Submit a proposal that describes a product, service, startup or organization (for-profit or non-profit). Address the following eight requirements:

- **Requirement #1 Value Proposition**
  What value will you deliver to customers? Describe your product, service or organization.

- **Requirement #2 Viability Research**
  What research supports the viability of your idea? What evidence suggests it will work?

- **Requirement #3 Competitors**
  Does your idea exist? Have you googled it? Who are your primary competitors?

- **Requirement #4 Customer Segments**
  Who is your target customer? How many distinct customer segments do you have?

- **Requirement #5 Channels**
  Through what channel(s) will you reach your customer segments? Who are your key partners?

- **Requirement #6 Cost Structure**
  What are your costs? How will you generate revenue/funds to sustain your idea?

- **Requirement #7 Implementation Timeline**
  What are the steps you will take to implement your idea? How is your proposal action-ready?

- **Requirement #8 Leadership Role**
  What is your role in the project? How are you a leader? What ethical practices will you employ?
This is a professional proposal. It MUST be proofread and error free!
Please submit your proposal by Friday, November 14th at 12noon.
Please email your proposal in PDF form to aforbes@hws.edu.

Name: _______________________________
College: ______________________________

Major(s): _____________________________
Minor(s): _____________________________

Class Year: ___________________________
Phone Number: _______________________

E-mail Address: _______________________________________________________________

Permanent Address: ___________________________________________________________

I am available on March 12th, 2015 to compete in The Pitch. ___Yes ___No
Finalists must be available for the final Pitch event.

I have not received any outside funding or investments to support this idea. ___Yes ___No
Ideas that have received outside funds in excess of $10,000 are not eligible for The Pitch.

I have had my proposal proofread by a writing fellow. ___Yes ___No
Writing fellows are available through the Center for Teaching and Learning.

I have submitted a Dean’s Approval form and a Signed Waiver form. ___Yes ___No
Applicants that are not in good academic standing are not eligible.

The Timeline
Please review the following deadlines carefully:

• Interest Meeting for The Pitch on Wednesday, October 22nd at 6:30pm.
• Pitch Workshops will be held on Wednesday, November 5th & Wednesday, November 12th at 6:30pm.
• Completed Applications & Proposals are due on Friday, November 14th by 12noon.
• Semi-finalists will be selected by (approximately) Monday, November 24th.
• Mentor matching will begin on Tuesday, November 25th, 2014.
• Innovation Academy will be held from Monday, January 12th to Friday, January 16th.
• Revised proposals are due on Friday, January 23rd by 12noon.
• Finalists for The Pitch will be selected by (approximately) February 2nd.
• Finalists will pitch their idea to judges and the HWS community on Thursday, March 12th.

All materials are available online at www.hws.edu/leadership.