The Entrepreneur

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 up to $10,000 toward transforming his or her idea into reality.

The Challenge

Submit a proposal that describes a product, service, startup or organization (for-profit or non-profit) and address the following eight requirements:

- Requirement #1 Proposal Description
  Describe your product, service, startup or organization.

- Requirement #2 Leadership Role
  How are you an entrepreneurial leader? What is your role within the proposal?

- Requirement #3 Potential Impact
  How does your idea solve a problem, create a change or address an issue? How does it add value?

- Requirement #4 Leadership Ethics
  Consider the ethical dilemmas you might face as a leader. What ethical practices will you employ?

- Requirement #5 Cost Structure
  What are your costs? How will you generate funding (outside of the $10,000) to sustain your idea?

- Requirement #6 Implementation Timeline
  What are the steps you will take to implement your idea? How is your proposal action-ready?

- Requirement #7 Marketing Strategy
  Who are your competitors? Your target audience? How will you market your idea?

- Requirement #8 Viability Research
  What research supports the viability of your idea? What evidence suggests your idea will work?

This is a professional proposal. It MUST be proofread and error free!

Please submit your proposal by no later than Friday, November 8th at 12noon.

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

Name: _______________________________ College: _______________________________

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

Class Year: ___________________________ Phone Number: ________________________

E-mail Address: _______________________________________________________________

Permanent Address: _____________________________________________________________

I am available on March 12th 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 Tuesday, September 10th by 4:30 p.m.
• Completed Applications & Proposals are due on Friday, November 8th by 12noon.
• Semi-finalists will be selected by (approximately) November 18th.
• Revised proposals are due on Monday, January 27th by 12noon.
• NEW Element: Semi-finalists will participate in a NYC Mini-Pitch event on Saturday, February 1st.
• Finalists to participate in The Pitch will be selected by no later than February 8th.
• Finalists will pitch their idea to judges and the HWS community on Wednesday, March 12th.

The Support

The best way to prepare for The Pitch is by joining the HWS IdeaLab. This is an accelerator program designed to power up early stage entrepreneurial ideas. A student committee selects participants who will join a dynamic environment where faculty, staff and alums lead a workshop series that develops ideas. Participants compete for $3000 in seed funding and have a proposal ready to submit to The Pitch.

Proposals for the HWS IdeaLab are due on Monday, September 16th by 12noon.

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

Centennial Center for Leadership
603 South Main Street, Geneva, N.Y. 14456 | (315) 781-4550 | leadership@hws.edu