

Women Exceeding Pitch Competition Official Terms and Conditions

Entry: Video Submission - July 31, 2019

Finalist: Announced - August 31, 2019

Competition: In Person Pitch - September 23, 2019

Rules

Note: The Executive Committee ("EC") of the Women Exceeding Pitch Competition ("WEPC") reserves the right to update these rules at any time. Every attempt will be made to notify participants of any modification to this document; however it is ultimately the responsibility of WEPC participants to stay current with WEPC Rules and Regulations.

1. General Requirements

1. Team

1. Have a founder who is female, who maintains an 'at least equal stake' in the startup (if startup has three owners, at least 33% of its ownership must be female).
2. WEPC participants may not join more than one team.
3. NO EC members may enter the WEPC.

2. Idea Pitch

1. Business idea or concept must be the original work of those that are pitching it; The proposed idea should not be in violation of any intellectual property rights as far as you are aware.
2. Pitch may not exceed 3 minutes for round 1 and 5 minutes for round 2.
3. Participant organizations have received under \$1 million in total funding and are less than (3) three years old, at the time of the Competition
4. Competition participants may not contact WEPC judges from any round and judges are not to contact any WEPC participants during the course of the Competition.

2. Prizes

1. There are both monetary and "in-kind" prizes available for the top three participants. The first team will receive a prize of \$5,000, the second team, \$2,500 and the third team \$1000. In addition, the three winning participants will be entitled to receive certain other non-monetary prizes (to be announced).

3. The Competition Consists of Two Rounds

1. Round One. Participants that do not meet the requirements under the rules section or submit incomplete presentations will automatically be disqualified.



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1. All participants must register using the registration form on this website and include business plan. Submissions without business plan will not be accepted.
2. Electronic submission: Participants should submit a 90-second elevator pitch (3 minutes maximum) to the website via the submission link on the website. Pitches must be submitted by 11:59PM on July 31, 2019.
 1. All videos must communicate the following idea details.
 1. What is your product/idea?
 2. What is the market for your idea? (How is it scalable)?
 3. What sets your company apart from your competitors?
 4. What would you do with the prize money if selected?
 5. What does Women Exceeding mean to you?
 2. Each first round submission will be reviewed and judged according to:
 1. Creativity/Attractiveness- Originality and overall attractiveness of the idea.
 2. Market Opportunity- What does the market look like for this type of product/service? How much opportunity is out there for this type of idea?
 3. Functionality- Usability or viability of the product/service.
 4. Value Proposition- How does the product/service impact or improve the world?
 5. Competitive advantage- Why would someone choose your product/service over another like yours?
2. Feedback will be provided to each participating team.
Four participants will be selected by the judges to participate in the Final Round and notifications provided by August 31, 2019.
4. Final Round
 1. Participants that do not meet the requirements under the rules section or submit incomplete presentations will automatically be disqualified.
 2. Each team that qualifies for the final round is required to present their business plan to a panel of judges. This constitutes the Final Private Presentation.
 1. Participants will present their business ideas to a panel of judges with a 5 minute limit. Pitches should include:

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1. Product or service- Briefly describe the product or service.
 2. Value proposition- How is the product or service going to add value for customers?
 3. Target Audience- Who will be buying the product or service?
 4. Market size- How big is the target market?
 5. Differentiation- How is the product or service different from existing products or services? What is the competitive advantage?
 6. Revenue Model- How will the product or service generate revenue?
2. Judges will have time for questions and each final round submission will be judged according to:
1. Business Revenue Model- Does the business have a defined, realistic, and scalable business model? How will the company use the funds to grow? What are the barriers?
 2. Market opportunities and competition- Have you conducted customer feedback/market research? Is there a demand for this product/service? Who are your competitors? How does your business line up with your competitors (price, quality, etc.)
 3. Product/Service viability- How has the business idea executed on ideas to date? If this is a new idea, what upcoming plans do you have? Is this business setup efficiently/effectively? Where is the product in its lifecycle? How will you advance to the next lifecycle?
 4. Overall attractiveness and creativity of the opportunity- originality of the idea.
 5. Team/Management- Does the founding team have the skill set and core competencies to execute on the idea? Have you identified team strengths and weaknesses? How will you overcome the weaknesses? What strengths do you and/or the team have that will lead to success?
3. Feedback will be provided to each participating team.
4. The three best business ideas and with the most popular appeal will receive an award. Judges will pick 1st & 2nd place winners and audience will pick 3rd place winner. See II. Prizes for more information. All participants will receive a Women Exceeding gift bag.
5. Intellectual Property
1. Ideas have little value. Only when they are built into real companies or turned into issued patents is any real value realizable. This competition is about building ideas into

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opportunities - the very first step on the way to possibly building any value. It is customary in these early stages that there is no real intellectual property with any value, unless one of the team members already has at least filed for patents. Investors, in any case, do not sign confidentiality agreements, and entrepreneurs must learn that trust is more important than legal documents. It is more important to build a team with people that you trust and to rely on the integrity of the judges to respect your ideas. In any case you should only disclose information with which you are comfortable. At this stage, it is not necessary to explain exactly how you do something that might give away "secrets", but to focus on the size of the opportunity and how you are going to take advantage of it.

6. Travel and Accommodations

1. Travel expenses and lodging/accommodations are not provided for participants for the in-person presentation on September 23, 2019. Women Exceeding is not responsible for expenses incurred as a result of participation in WEPC.