



...60 seconds for a chance to win  
**\$1,000 (or more)!**

## Overview

<b>Event:</b>	UMass MinutePitch
<b>Date:</b>	Monday, October 24, 2011
<b>Location/Time:</b>	UMass Amherst Isenberg School of Management, Room 106; 6:00 PM – 7:30 PM
<b>Audience:</b>	Open to public; don't forget to bring your cell phone for live text polling!
<b>Prizes:</b>	\$1,000 First Place; \$750 Second Place; \$500 Third Place; \$250 Audience Prize
<b>Fees:</b>	There is no fee for entry or event attendance

*Each pitch will only be 60 seconds - no slides, prototypes, or written plans are required (or allowed)!* Entrants need only submit a short intent to compete form and an optional 1-3 minute video for initial consideration. Up to 10 finalists will be selected to pitch their ideas to an audience and panel of judges on the evening of October 24, 2011.

*View this as a zero risk trial!* The UMass MinutePitch is a new event and serves as the first of four contests hosted by the UMass Innovation Challenge. It is specifically designed to get you thinking about a novel business idea, and to help you gain feedback and find mentors and teams members. If you do not have an idea, but think you may want to join a team for future event, come join us in the audience.



Participation in the UMass MinutePitch is not required in order to enter other Innovation Challenge contests. That said, the judge's feedback and mentoring will be invaluable as you refine your business plan.

## Key Dates

Registration opens	Wednesday, September 26, 2011
Intent to Compete Forms & Video Pitches Due	Wednesday, October 12, 2011
Announcement of the 10 MinutePitch Finalists	Monday, October 17, 2011
Pitch Workshop for Finalists	Wednesday, October 19, 2011
MinutePitch Event	Monday, October 24, 2011

## Highlights

- Up to 10 finalists will be selected to pitch their ideas on October 24
- Submissions may be entered by individuals or teams (see eligibility)
- No written plan, slide decks, or prototypes allowed
- Feedback from judges is instantaneous
- Each entrant presenting an idea gets 5 minutes total time:
  - 1 minute to pitch idea (must be made by one team member)
  - 4 minutes of Q&A with the judges

Questions? Contact Heather Demers, Director of the Innovation Challenge, at 413-577-0231 or [demers@ecs.umass.edu](mailto:demers@ecs.umass.edu)

## How to Enter

The first “round” of the MinutePitch competition will be based on intent to compete forms and optional videos, which must be submitted by Wednesday, October 12, 2011. **A maximum of 10 teams will be selected and notified by October 17, 2011.** Finalists will have just one week to fine tune their pitch

- 1) Fill out the Intent to Compete Form by 10/12/11 and submit to Heather Demers at [demers@ecs.umass.edu](mailto:demers@ecs.umass.edu). This form will clarify idea ownership, team composition and your business concept. Although the MinutePitch is not a business plan contest, entrants are encouraged to put concrete thought into submissions. To enter you must have authorization to use any intellectual property you will be pitching.
- 2) *[Optional]* You are encouraged to record a 1-3 minute video that showcases your idea. You may use a camera phone, video camera, computer camera, etc. and will not be in any way judged on the quality of the video. Video clips should be e-mailed directly to Heather Demers at [demers@ecs.umass.edu](mailto:demers@ecs.umass.edu) by 10/12/11.

In your video pitch you should quickly answer the following five questions –

1. What's the PROBLEM your product or service addresses?
2. What's your SOLUTION?
3. Who are your customers- how large is the MARKET?
4. Who is the COMPETITION?
5. What advantages make you so SPECIAL?

## Who Should Enter?

### Entrants --

- Teams competing in the MinutePitch are subject to the same eligibility rules, terms and conditions of all Innovation Challenge events, with the *following exception*
  - Ideas which have won any money in previous Innovation Challenge competitions are not eligible for entry in the MinutePitch event
  - Here is a link to the IC guidelines  
<http://www-unix.ecs.umass.edu/innovation/innochallenge/rules.html>

### Ideas --

- The ideas that have the most potential to succeed in this competition will be novel, marketable, and scalable. These businesses are typically, but not always, associated with new technology or a new business model.
- We are looking for business ideas with high growth potential.
- Could your idea be patentable? If so, consult with the Commercial Ventures and Intellectual Property (CVIP) office on your campus to be sure you are not disclosing too much information.

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