



Your ideas could win

# THE BUSINESS PITCH

Must be a Leeward CC student to apply

All the fine print and forms online:

<http://thebusinesspitch.weebly.com/>

*Sponsored by Phi Beta Lambda/Enactus business club at Leeward CC*

## THE BUSINESS PITCH

*Win up to \$500 to help improve your business!*

*Sponsored by Phi Beta Lambda/Enactus Business Club at Leeward Community College*

THE BUSINESS PITCH is to help student entrepreneurs expand, grow, or advance their business through a financial grant. The grant is to provide seed money as a catalyst to realize the potential of the business. Grant award up to \$500 (subject to change based on available funds).

### How to apply?

1. Complete Application. Submit applications to Warren Kawano at [warrenk@hawaii.edu](mailto:warrenk@hawaii.edu).
2. Create a short presentation (up to 10 minutes) on the background of your business, products, financials, and goals. See the criteria below for details. Question and answer period will follow the presentation (up to 10 minutes). **After submitting your application, you will be scheduled for a presentation on Friday, December 4, 2015 between 1:00 p.m. – 3:00 p.m.**

**Application Deadline: November 6, 2015**

### Presentation Suggestions

- Why you started the business? (i.e. inspiration/motivation)
- History of the business
- Selling Channels (i.e. retail, mail, craft fair, ecommerce, social media)
- Financial Information (i.e. cost, selling price, profit margin)
- Identify target market
- Personal investment (time, money, etc.)
- Presentation of the product or service
- Pitch (Why customers want to buy)
- Why you deserve the grant?
- Market Competition

### Rubric (See detailed rubric)

- Clear strategy to reach goal 20%
- Return on Investment 20%
- Realistic business and goals 20%
- Financial Information 20%
- Entrepreneurial Spirit 15% (confidence, commitment, competitiveness)
- Innovation 5%

### Award Recipients are required to:

- Submit receipts for reimbursements up to award the amount
- Submit required documentation on performance with use of award

## THE BUSINESS PITCH Rubric

Business Name:

	5	3	1	0	Raw Score	Weight	Weighted Score (Raw x Weight)
<b>Clear strategy to reach goal 20%</b>	<i>Business strategy to reach goal is clear and easily understandable</i>	<i>Business strategy to reach goal is somewhat clear. Lacking a few required details</i>	<i>Business strategy presented, but was not clear.</i>	<i>No strategy to reach goal</i>		4	
<b>Return on Investment 20%</b>	<i>Return on investment is clearly addressed and significant.</i>	<i>Return on investment is clearly addressed, but is marginal.</i>	<i>Return on investment was addressed, but details and specifics were unclear.</i>	<i>Return on investment not addressed</i>		4	
<b>Realistic business and goals 20%</b>	<i>Business goals are realistic and achievable based on information presented.</i>	<i>Goals are somewhat realistic and achievable. Some doubts about abilities to meet goals.</i>	<i>Business goals are unrealistic in nature. Very difficult to achieve.</i>	<i>Business goals not addressed</i>		4	
<b>Financial Information 20%</b>	<i>Required financial information is concise and clear (Revenue, expenses, profit, investment, etc.)</i>	<i>The majority of the required financial information somewhat clear. (Revenue, expenses, profit, investment, etc.)</i>	<i>Required financial information is presented, but some of the numbers have flaws or errors.</i>	<i>Financial information not addressed</i>		4	
<b>Entrepreneurial Spirit 15% (confidence, commitment, competitiveness)</b>	<i>Entrepreneur exhibited a high level of confidence, commitment and competitiveness in regards to the success and growth of their business.</i>	<i>Entrepreneur exhibited a moderate level confidence, commitment and competitiveness in regards to the success and growth of their business.</i>	<i>Entrepreneur exhibited a low level of confidence, commitment and competitiveness in regards to the success and growth of their business.</i>	<i>Entrepreneur did not exhibit any confidence, commitment and competitiveness in regards to the success and growth of their business.</i>		3	
<b>Innovation 5%</b>	<i>Proposal was vary innovative in nature in regards to their history, industry, and market.</i>	<i>Proposal was somewhat innovative in nature in regards to their history, industry, and market.</i>	<i>Proposal was not innovative in nature in regards to their history, industry, and market.</i>	<i>Proposal did not address innovation.</i>		1	
					<b>Total:</b>		<b>100</b>

Comments:

Award amount:

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