

GUIDELINES FOR PARTICIPANTS

The Center for Entrepreneurship is hosting Rio's first-ever student business pitch competition called "**Storm Tank**" on Monday, April 1, 2024. This is your chance to win cash to go start or grow your business!

The top-placing teams/individuals will receive cash prizes:

- **1st Prize: \$1,500**
- **2nd Prize: \$1,000**
- **3rd Prize \$500**

Students are **required** to submit a one-minute video or one-page overview to Cole Massie (cmassie@rio.edu) outlining a problem or opportunity in the market with a proposed business solution **no later than Friday, March 22.**

The top teams/individuals will be selected based their short video/written pitches and notified by **Monday, March 25.** Then, they will have 5 minutes to present their business idea to judges from the business community.

We welcome the community to join us in the Fine Arts Auditorium and cheer on these student entrepreneurs!

PITCH COMPETITION GUIDELINES, FIRST ROUND:

- Submit a one-minute video or one-page overview to cmassie@rio.edu **by Friday, March 22nd at 11:59 pm** and include the following:
 - Your business name and who's on your team
 - The problem you're trying to solve
 - How you propose to solve it through a business concept and the market for that kind of business
 - If you've already started a business, give a few highlights of that business
 - If this is still an idea for a business, show how it will operate and make money
- Other rules:
 - You can submit a business you've already started or it could just be an idea you are currently working on.
 - Individuals and teams of up to four are welcome to enter.
 - Any currently enrolled Rio student is eligible to submit.

The individuals/teams moving on to the live competition will be notified **no later than Monday, March 25th at 12:00 pm.**

FINAL LIVE PITCH:

- **Monday, April 1, 4-6 pm, Fine Arts Auditorium**
 - Participants can bring whatever they need to sell their idea – a slide deck, a physical product, a sample – be creative!
 - You'll have 5 minutes to make your pitch, and just a few minutes afterward for Q&A
- If you are in the final round, you are required to meet with Cole Massie (cmassie@rio.edu) AT LEAST once during the week of March 25 – April 1 to help you refine your pitch. You will have as much support as you need to make your idea stand out.
- Additional guidelines and requirements will be shared in advance of the event.