



BOOM Conference Pitch Competition Application Sponsored by AARP

ELIGIBILITY

To be eligible for the BOOM Conference Pitch competition, one of the company owners must be 45 years of age or older. Two prizes of \$5,000 each, compliments of AARP, will be awarded to: one startup/early stage company and one growth company. Start up/early stage is defined as a company that is pre-revenue and has a product or service that it is testing or still developing, but it isn't completely ready to go to market. Growth companies are defined as a post-revenue company. **Completed applications are due by April 30 at 5PM.**

Complete the application below, to enter the contest. Select one individual (45+) as the point of contact for this contest. The person selected from your organization will receive all communications and attend all meetings related to the Pitch Competition. The identified point of contact will participate in the training program, register for the Conference and deliver the live pitch on June 7, 2017 at the BOOM Conference being held at the Silver Spring Civic Center in Silver Spring MD. Semifinalist will be notified by May 3rd and finalists will be notified by May 31st.

Employees, affiliates, and family members of hosts, sponsors and judges are not eligible to enter the competition.

APPLICANT INFORMATION:

Business Name:

Address:

Website Address:

Contact Name:

Contact Email:

Phone Number: (____) _____ - _____ Alternate Phone Number: (____) _____ - _____

Name of Presenter/Title:

Type of Business Startup/Early Stage Growth Company



Email this application to info@tkcincorporated.com along with:

- ◇ An Executive Summary describing your business covering the topics outlined in the BOOM Pitch Competition Criteria. Your summary should not exceed five pages. Please also include how you would use the prize money.
- ◇ Copy of your Certification of Good Standing from the state where your company is located.
- ◇ 2018 Profit/Loss projection (template available from SCORE at <https://www.score.org/resource/12-month-profit-and-loss-projection>)
- ◇ Completed W9 (required to report winnings to IRS) An IRS form can be found at <https://bit.ly/2Ear8Es>.

APPLICATION DEADLINE: April 30th at 5PM. Applicants will receive an email confirmation of their submission.

PLEASE PROVIDE THE FOLLOWING INFORMATION ABOUT YOUR BUSINESS:

1. What licenses, if any, have you obtained to operate your business? _____
2. How long has your company been in business? _____
3. What is your gross annual revenue? _____
4. Are you or any member of your management team an employee of, or otherwise affiliated with any sponsor or staff of the BOOM Conference? Yes No If yes, please explain:

5. Do you certify that one of your company owners is over age 45? Yes No

6. What industry category best describes your business (for example, manufacturing, retail, etc.):

7. Does the business own all rights (including intellectual property) to the material submitted and presented for this competition? Yes No If no, please explain: _____

By signing this Acknowledgement, you attest and confirm that you have the right to convey what is requested in this document and presented for your signature. You understand that the subject event is to be recorded and further agree that TKC Incorporated owns the right, title and interest to all recordings whether still, audio or video that may carry the likeness of you, your invited team members, your company, its logo or any other properties you make available for this presentation.

Acknowledgement:

Print

Title

Signature

Company



Competition Rules

ROUND ONE

Company contact completes the BOOM Pitch Competition Application and registers for the BOOM Conference. One company owner, 45 or older, will represent the company during each round of the BOOM Pitch Competition. All applications will be reviewed and scored by BOOM Conference and sponsors staff. Up to 18 companies will be selected to advance to Round Two.

ROUND TWO

Round Two consists of the virtual BOOM Pitch Training and coaching (You will be notified by 5/3 if you advance to this round). The focus of BOOM Pitch Training will include: an overview of concepts that will be presented during the pitch, pitch practice sessions and pitch coaching. Only one company owner 45 or older can participate in the Training. The BOOM Pitch Trainer will score companies after their final five-minute practice pitch. The trainer along with BOOM Conference staff and sponsors will select six companies to move on to the live pitch event (three startup/early stage companies and three growth companies).

The online BOOM Pitch Training is scheduled for following dates and time. The training will also be videotaped and recordings will be made available to the training participants. You will receive the login credentials after you qualify for the training:

Tuesday **May 8th** 1 pm – 3 pm Startup: Pitch Orientation

Tuesday **May 8th** 5 pm – 7 pm Growth: Pitch Orientation

Tuesday **May 15th** 1 pm – 3 pm Startup: Pitch Deck Development

Tuesday **May 15th** 5 pm – 7 pm Growth: Pitch Deck Development

Tuesday **May 22nd** 1 pm – 3 pm Startup: Pitch Presentation Practice

Tuesday **May 22nd** 5 pm – 7 pm Growth: Pitch Presentation Practice

FINAL ROUND

The live pitch will take place at the BOOM Conference Luncheon on June 7, 2018 at the Silver Spring Civic Center (You will be notified by May 31st if you advance to this round). All finalists will be present for the entirety of the round and will be able to watch the other finalists' pitches. The format will consist of a five-minute pitch, including a PowerPoint deck presentation followed by five minutes Q&A from the judges. Three judges will score each company in both categories. Each judge's score will count 25% toward the final score. The audience members will text their votes and



the audience choice will count 25% toward the company's final score. The company with the highest score in each category will be declared the winner at the end of the conference. Contestants must be present for the winners' announcement at the end of the conference to be eligible to win.

PRIZES

The cash prizes, courtesy of AARP, will be distributed on the day of the event. Prizes are:

\$5,000 for the best pitch from a startup/early stage company

\$5,000 for the best pitch from a growth company

CONFIDENTIALITY & INTELLECTUAL PROPERTY

Confidentiality is not guaranteed in any way. If a company wishes to keep elements of their concept or idea confidential, do not include that information in the pitch.

By participating in the BOOM Pitch Competition, contestants agree that the hosts and sponsors of the event and all related parties assume no liability, and shall have no liability or obligation whatsoever for disclosures of information provided by a contestant as part of a submission or otherwise during the course of the competition.

Non-Disclosure Agreements (NDAs) between a competitor and the judges, organizers, sponsors and audience members will not be required.



BOOM PITCH COMPETITION CRITERIA

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To win the BOOM Pitch Competition, completely and clearly summarize your knowledge and vision about your business or business concept. Knowing what you'll be evaluated on is fundamental to ensure a good performance in both the second round and the final competition.

Our ultimate aim is to ensure that, at the end of this process that all semifinalists have received excellent coaching on ways to write, review and clearly communicate their business concept. In preparing for the BOOM Competition, participants will be confidently prepared to approach future funding opportunities.

BOOM Pitch Competition judges will evaluate your presentation based on five categories – Business Concept & Vision, Leadership Team, Market Analysis, Revenue/ Marketing/ Sales and Pitch Presentation.

1. BUSINESS CONCEPT AND VISION

Clearly define your vision and product/service. Explain how it is innovative and describe how it solves a market problem. Write down your compelling market value proposition (MVP). Being able to clearly articulate the MVP during your pitch presentation will be critical to your success.



2. LEADERSHIP AND TEAM

If you are you are a start-up or early stage company, judges are particularly interested in looking at the Founder to ensure that you have the necessary expertise to execute the business concept. If you are a growth company, the judges want to see that your team is multidisciplinary and complementary. Specifically, judges want to determine that your team has the capacity to implement and achieve the business goals.

3. MARKET ANALYSIS

Judges want to ascertain the knowledge base within the business or sole proprietorship. It is incumbent upon you to:

1. define the your target market;
2. describe the problem you are solving;
3. research your competitors;
4. and, identify your competitive advantage (i.e. unique selling proposition).

4. REVENUE, MARKETING AND SALES

It is important for the judges to understand how your business will generate revenue and/or become profitable. Describe your marketing and sales plan. You may include specific campaigns, outreach and/or partnerships that are designed to help you create revenue and develop new business/client opportunities. Consider the following questions as you describe your revenue, marketing and sales strategies. (Startup/Early Stage companies may not have all of these answers yet):

1. What is your strategy for funding the business?
2. What are your revenue sources and types?
3. How was your pricing structure determined?
4. Did you test your market – what were the findings?



5. What is your marketing and sales approach?
6. Do you know the cost of customer acquisition?
7. Do you know the *life time value of your customer*?
8. How will the prize money be used?

5. PITCH PRESENTATION

The pitch presenter should be prepared to clearly and enthusiastically present their business or business concept to BOOM Pitch Competition judges and audience. The judges will evaluate the presenter on how well they “tell the story,” present how they plan to implement their vision, what they will do with the award money if they win and how well they entice the audience to want to know more.