



SHOW-ME INNOVATION PITCH COMPETITION

Monday, November 2nd, 2020

Callaway Chamber of Commerce
510 Market Street, Fulton, MO 65251

PRESENTED BY:



SPONSORED BY:

1CANOE2
City of Fulton
Ovid Bell Press
Sinclair Research
Vision Arts Eyecare

HOSTED BY:



GUIDELINES

1. The competition will be open to the public and will start at 10:00 AM CST and conclude by 4:00PM CST at Callaway Chamber of Commerce, 510 Market Street, Fulton, Mo.
2. No more than 15 participants will be chosen from the application pool to compete in the final. You will be notified through the email you provide with the application. **Each applicant must already operate or plan to operate their business in Callaway County.**
3. Each presenter will have 10-minutes for presentation and 10-minutes for Q&A sessions. A panel of judges will evaluate the ideas. Presentation time will be strictly monitored.
4. Competitors will be notified of their presentation time a week before the competition. Family and friends are welcome to attend. Competitors may not attend other competitors' presentations until they have first presented.
5. Winners will be announced immediately following the competition at a reception at the Callaway Chamber of Commerce. Awards will be distributed to 1st, 2nd, 3rd, and Audience Choice winners once a business license is provided to the Chamber. Awards include: First Place: \$3000, Second Place: \$1500, Third Place: \$750, and Audience Choice: \$250
6. It is up to each competitor to determine how much time is spent on developing an idea to create a powerful presentation. Classes will be provided at the chamber to assist in developing business plans. Participants are encouraged to attend these classes, but it is not required to pitch at the competition.
7. Applications to participate in the competition must be received by Tamara Tateosian no later than Monday, October 26, 2020 at 5:00 PM CST. Presentations are not due until 12 P.M. on Friday, October 30, 2020.

GUIDELINES

1. A well thought out presentation is important to a competitor's success. A presentation may include the following:

- Power Point slides
- Proto-Type
- Videos
- Live Demo

(Any other visual aids that you require will need to be coordinated with Tamara Tateosian at tamara@callawaychamber.net, 573-220-9868 in advance)

2. It is recommended that presentations cover the following topics:

- Introduction (company/business idea, and the presenter)
- Opportunity/Pain Point/Problem
- Value Proposition (a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service)
- Market Size
- Competition
- Sales and Marketing Strategy
- Business Model/Financials/Projections
- Management Team
- Funding Requirements/The Ask

3. Appearance is important while presenting. Dress Code: Business attire required.

4. Final presentations must be emailed to Tamara Tateosian at

tamara@callawaychamber.net by Monday, October 26, 2019 5:00 PM CST (No Exceptions) for back up purposes, bring a copy of your presentation on a flash drive the day of the competition.

GUIDELINES

First-Place:

\$3000 prize money

One-Year Membership to the Callaway Chamber of Commerce

(2) Tickets to the Chamber Business Breakfast

(2) Tickets to the Chamber Annual Banquet

500 Business Cards provided by **General Printing**

5 Business Name Badges provided by **B-Line Engraving**

Ad Space- 3 column x 5 inch ad that runs Sunday, Wednesday, Sunday by **Fulton Sun**

2020 Planner— by **Boyd & Boyd**

\$1000 Advertising Schedule for January 2019— **KOMU Channel 8**

SWAG Bag

Plaque

Second-Place:

\$1500 prize money

1/2 off first year membership with the Callaway Chamber of Commerce

(2) Tickets to the Chamber Business Breakfast

Ad Space- 3 column x 5 inch ad that runs Sunday and Wednesday by **Fulton Sun**

2020 Planner— by **Boyd & Boyd**

SWAG Bag

Plaque

Third Place:

\$750 prize money

(2) Tickets to the Chamber Business Breakfast

Ad Space- 3 column x 5 inch ad that runs Sunday by **Fulton Sun**

2020 Planner— by **Boyd & Boyd**

SWAG Bag

Plaque

Audience Choice Award:

\$250 prize money

SWAG Bag



Pitch Competition Application

Business Name: _____

Address: _____

Website: _____

Contact Name: _____

Contact Email: _____

Phone Number: _____ Alternate Number: _____

Name of Presenter(s): _____

Please provide the following information about your business:

Is your business currently licensed in the State of Missouri? Yes No

How long has your company been in business? _____

What business category best describes your business? _____

Describe your business, product or service and what differentiates it from your competitors:
(maximum 250 words)

I certify that the information provided on this application is accurate. I understand that withholding of information or giving false information will result in a disqualification and forfeiture of all prizes. I authorize permission for the Callaway Chamber of Commerce to conduct a background check.

Print Name: _____

Signature: _____

Date: _____