

Level Up Pitch Competition Overview

Mini-Pitch Night is an elevator pitch competition where participants present a concise, compelling introduction of their business idea or product in no more than three (3) minutes—the typical time it takes to ride an elevator. The Mini-Pitch Nights will take place on the following dates:

- **September 24:** Pacific City
- **October 1:** Tillamook
- **October 8:** Manzanita

The competition is open to small business owners and aspiring entrepreneurs in Tillamook County, Oregon. A well-planned elevator pitch can open doors to future entrepreneurial success and give you the chance to win up to \$250 in funds to kick-start your business.

Winners will also have the opportunity to advance to the annual Grand Pitch Finale where first, second, and third place prizes of \$10,000, \$5,000, and \$2,500, respectively, will be awarded.

- **November 15, 2024:** Tillamook

Eligibility Requirements

- Applicants must be residents of Tillamook County, Oregon.
- The business must be headquartered within Tillamook County, Oregon.
- The pitch must be for a startup concept, or for existing businesses, a new product or service.
- Businesses must be for-profit and able to demonstrate a sustainable future.
- Applicants must be ready and available to pitch their business in person; no video submissions will be accepted for either the Mini-Pitch Nights or the Grand Finale Pitch Contest.
- Applicants must be able to explain how they will use the prize funds and be willing to attend an EDC Board meeting six months later to provide an update on how they spent the funds and outline their progress.
- Applicants must sign a release allowing Level Up and its affiliates to use pictures and videos for marketing purposes. Additionally, applicants are expected to share information about the event on their social media platforms.
- Previous contest winners are ineligible to enter the pitch contest.

Format

- Mini-Pitch Night involves an open submission process. Applications are available at www.edctc.com.
- The submission process is online and limited to the first six eligible contestants who submit complete applications.

- A maximum of six (6) pitches will be allowed at each Mini-Pitch competition, and a maximum of six (6) at the Tillamook Pitch Finale.
- The top two winners of each Mini-Pitch competition will advance to the Tillamook Pitch Finale.

Application Guidelines

- The applicant must be the owner of the business/business idea and should be the same person who will be pitching live during the Mini-Pitch Night and Grand Pitch Finale.
- The application will include the following questions:
 - What is your primary business focus?
 - Tell us more about your service or product.
 - Who is your target market?
 - What does the future look like for your company?
 - What would you use the prize money for?

Pitch Guidelines

- The purpose of the pitch is to quickly capture the judges' attention, clearly explain what your product or service is, and state your funding needs.
- Distributing materials, samples, and/or prototypes to the judges before or during your pitch is permitted and encouraged.
- At the Mini-Pitch, presenters are allowed a strict three (3) minutes to pitch, followed by five (5) minutes of questions from the panel of judges. The pitches for the Grand Finale can be up to 10 minutes long, with up to 10 minutes for questions/discussion. A time clock and time warnings will be provided.
- Pitch coaching is available through the Tillamook Bay SBDC. Contact Maria at maria@edctc.com for more information.

Judges & Scoring

- Submissions will be pre-screened, and applicants will be notified if they are selected to present at the Mini-Pitch competition.
- A panel of two or more judges will be present at both the Mini-Pitch competitions and the Grand Pitch Finale.
- Judges will use a scoring sheet, and criteria provided by the Tillamook Level Up Core Team to determine the highest-ranking pitch. Individual scores will not be shared with participants.

Schedule & Awards

- Participants will be organized in a randomly selected order and will be required to present at their designated time (no swapping).

- Winners will be announced at the conclusion of the Mini-Pitch competitions and the Grand Pitch Finale.
- No cash will be handed directly to winners; the Economic Development Council of Tillamook County will collaborate with the winners to distribute the award funds.
- Winners must be willing to provide a W-8 or W-9 form to receive their cash prize.

Other Notes

- This document serves as a set of guidelines for participants preparing to apply and participate in the Pitch events. The information provided here is subject to change as needed. If you have any questions or need help developing your pitch, please contact maria@edctc.com.
- The Mini-Pitch competitions and Grand Pitch Finale presentations may be recorded (photography and videography) for future promotional use by the organization. By applying, you agree to allow your image, likeness, and name to be used in any publications or purposes by Level Up Tillamook or the Economic Development Council of Tillamook County.
- You are encouraged to capture videos/photos on your phone throughout the event for social media posts. Use the event hashtags #LevelUp and #MiniPitch in your posts to ensure they are easily found. Encourage your friends and followers to like, comment, and share your posts—the more engagement, the better! Ensure your posts comply with the social media platform's guidelines and community standards and respect the privacy and consent of others when capturing and sharing content.