Do you have a great idea for a new product or service? Here is your chance to pitch it and win valuable prizes!

In recent years the number of highly successful, young Australian entrepreneurs who have built profitable businesses has been inspiring. Creating a new business requires specific knowledge, as well as general business and entrepreneurial skills, and is exciting, rewarding and challenging.

To assist with these challenges Macleay College is holding the Business Pitch event which provides aspiring entrepreneurs the opportunity to develop and pitch sustainable business models in an attempt to win prizes and other supports.

What is the Business Pitch event?

If you enjoy programmes like Dragons Den and The Apprentice and want to pitch your next big idea to judges that are nice (not like those angry Dragons!) then this is for you.

What’s up for grabs?

Macleay College is helping students bring their business concepts from idea to pitch. Applications will be accepted until 25th of June 2014. Up to 3 business ideas will be selected to compete for $1,000 in prize money, and other supports.

First Prize
$600 cash prize

Runner-up prizes
$250 cash prize (first runner up)
$150 cash prize (second runner up)

All finalists will all receive feedback on their business ideas and pitch from the judging panel.

Who is eligible?

The Business Pitch Competition is open to Macleay Business students and recent Business graduates (within one year of graduation) of Macleay College.

General guidelines

1. Applicants must apply online by 25th of June 2014
2. Applicants may be individuals or teams. There are no limits as to the number of members each team may have, however teams may only select one participant to present the business pitch if selected.

3. The competition is open to Macleay Business students and recent Business graduates (within one year of graduation).

4. As part of the online application process, you may submit one of the following describing your business idea:
   • 3 minute video, or
   • 10 slide presentation, or
   • 1 page written document

The assessment

Students will be given the opportunity to test their entrepreneurial flair by making a business pitch presentation to a panel of experts during Macleay’s annual Entrepreneurship Forum. At this event each group will be given a 3 minute opportunity to talk with a panel of experts who will evaluate their business idea. In order to complete the pitch one member of your group is to present the pitch to the judging panel. The business pitch is a maximum of 3 minutes (it will be timed) and should cover the following:

1. The opportunity
   This might be an unmet customer need or want, or an identified gap in an existing market

2. How your product or service meets the opportunity
   This will require a brief description of your business or product

3. Your unique selling point
   This might be a unique positioning, a technological or operational advantage, or another attribute that gives your business or product a competitive advantage

4. Your market
   Here you will outline who your business or product will be aimed at

At the final, our judging panel comprising leading youth entrepreneurs from Australia will review the finalist’s pitches and select the winner and runners-up.

Timeline

25th of June 2014

➢ Apply online until 25th of June 2014 at www.macleay.edu.au/pitch-competition

2nd of July 2014

➢ Semi-final will select the 3 best pitches to progress to the final

9th of July 2014

➢ The Entrepreneurship Forum Business Pitch Competition Final

Apply Today!