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Venture 
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Pitch It!

2009-2010

Competition Rules & Entry Form



Pitch It! 2009-2010 Competition

Rules & Procedures

I. Eligibility

** The event is open to the following people:*

1. all currently registered students of any level at LSE
2. all LSE Alumni who have graduated after the year 2007.

* Applicants may register as individuals or in teams of up to a maximum of five people

II. Categories

General Enterprise

- * The Business proposed can concern any legal economic activity
- * It should be a business idea or an early state business looking for seed funding.
- * The plan must be an original idea or a substantial improvement on an existing business model
- * On entering the competition, the submitted business plan must not be in violation of any intellectual property rights
- * The business plan must not have received any previous venture capital funding or any substantial seed funding
- * Proposals will need to show that they can be implemented by the individual or the team concerned
- * Proposals can be made by individuals or teams of up to 5

Social Enterprise

In addition to the General Enterprise Guidelines:

- * Proposals in this category will need to demonstrate that their primary objective is to have a real social impact in the UK
- * Projects in this category will need to be implemented in a year and be achievable within a context of limited resources (time and money)
- * Proposals can be made by individuals or teams of up to 5
- * Award money cannot be used to cover ones time or pay other to implement the project. Costs need to relate mainly to project activities.

III. Timeline

Timeline & Key dates

Key Dates	Action
10th November 2009	Launch of Pitch it
10th – end of term	Various events such as Entrepreneurs Tuesdays, Entrepreneurship Masterclasses and Entrepreneurship Forum
14th December 2009 – 12 noon	Round 1: Deadline for submitting the Executive Summary
18 th December	Applicants are notified of the outcome of their application
1 st week Lent Term (January 2010)	Round 2: Informal presentations in front of the judges
17 th February	Deadline for submitting 15–page business plan for top 6 teams
2nd March 2010	Round 3: GRAND FINALE! WITH THE BEST OF THE BEST PRESENTING & competing for PRIZES

IV. Round 1: Executive Summary

This should be submitted by 12 noon 14th of December 2009 and should be emailed to LseCareers.Venture.Pitchit@lse.ac.uk .

The title field of this email should be: “ (name of the category you apply for): (name of your team)”

Submission should include:

- * Completed entry form given at the end of the handbook
- * Executive Summary – maximum 2 A4 pages long
- * Public Summary – 100 words (please note: if you are selected for the final round, this public summary will be published on the LSE Entrepreneurs website in particular the www.lse-entrepreneurs.org and www.lse.ac.uk/venture ; The rest of the executive summary or the Business plan itself will not be disclosed to anyone except the competition’s judges)

The Executive Summary should contain the following:

- * Who you are
- * What your overall mission is
- * A description of your product/service
- * What the market is – why is this an opportunity?
- * What is your strategy, your sustainable competitive advantage relative to the competition
- * Who your team consists of
- * How much funding do you need, how it will be raised, and what you will do with it?

The Public Summary may be used in promotional material for Pitch It.

Round 2: Selection of Executive Summaries:

An independent selection committee will invite up to 12 teams to give a short presentation to the selection committee. This will be a 5-minute presentation and 15-minute Q&A. This presentation round will take place in week 1 of lent and one of your team members must be present for the specified date (date tbc). This round of presentations is not public.

Successful teams will now set upon writing their 15-page business plan, due 17th February 2010.

V. Round 3: Business Plan writing and presentation at Final Event (2nd March 2010)

If your initial proposal is successful, and you are selected for the GRAND FINALE, you must submit a full business plan. This must be emailed by 17th of February 2010 to:

LseCareers.Venture.Pitchit@lse.ac.uk .

Title of the Email: “(name of category): (name of your team)

The Business Plan should be as complete as possible, not exceeding 15 pages in length including diagrams and tables. The business plan should include:

1. Executive Summary (maximum two pages)
2. Business aim and mission statement
3. Business description
4. Your customers
5. Competition
6. Marketing (target market, competition, sales and advertising strategy, revenue forecast, distribution channels & strategy)
7. Communication
8. The Team
9. Legal issues
10. Operations and Infrastructure
11. Financial planning: Financial Statements for the first three years (Profit and Loss Account; Cash Flow forecast)
12. Sources & use of funding

VI. Final Event– 2nd March 2010, 6-9pm

Each finalist team will be asked to present to the judges and audience for not more than 7 minutes. Questions from the judges will follow.

VII. Judging

The winner of each category will be judged by the Judging Panel. Judges' feedback will be provided for each entry and the judges' decision is final and not subject to appeal.

VIII. Confidentiality

The projects presented will be treated with complete confidentiality. Please note that candidates still have the responsibility for legally protecting their intellectual rights and their patents.



2010 ENTRY FORM

Please mark which category you apply for:

General Category

Social Enterprise Category

Team Name: _____

Team leader/primary contact

Name: _____

Email: _____

Telephone: _____

Address: _____

LSE Student ID: _____

Other Team Members (Please list all names and email addresses)

2) _____

3) _____

4) _____

5) _____