LOYOLA UNIVERSITY MARYLAND IDEA PITCH COMPETITION
Call for Proposals from Undergraduate & Graduate students from all schools and disciplines

Wednesday, March 27, 2019 | 6pm-8pm | McGuire West

Hosted by the Sellinger School of Business and Management and Co-sponsored by the Center for Innovation & Entrepreneurship, the Center for Community Service and Justice, Career Services Office and the Student Government Association.

Loyola Students – What’s your idea?
Develop an initiative, service or product that contributes to Baltimore’s economic and social well-being.

Prize money for the top three teams—$1500, $1000, $500—and the team receiving the People’s Choice award of $500!

INFORMATION & FAQs
(additional detailed information on backside)

TELL ME ABOUT THE EVENT. Every challenge presents an opportunity for an innovative idea. Students from across our campuses (undergraduate and graduate) are invited to compete in Rising to the Challenge, Loyola’s third annual idea pitch competition, which will be held on Wednesday, March 27th from 6 PM – 8 PM in McGuire Hall West. This competition will test your ability to identify challenges being faced in Baltimore, anticipate societal/community needs, and develop solutions. Prize money will be awarded.

DO I HAVE TO FORM A TEAM OR CAN I SUBMIT AN IDEA PROPOSAL AS AN INDIVIDUAL? Students can enter the competition individually or form teams (up to five Loyola students—UG or graduate).

WHEN IS THE PROPOSAL DUE? Proposals are due by 6:00pm on February 24, 2019.

WHEN WILL I KNOW IF MY PROPOSAL WAS ACCEPTED? By March 1, 2019, team leaders will hear from the proposal review committee regarding whether the proposal was accepted.

WHAT SHOULD MY PROPOSAL FOCUS ON? Proposals respond to the pitch prompt: Loyola Students – What’s your idea? Develop an initiative, service or product that contributes to Baltimore’s economic and social well-being. The proposal is designed to learn more about your idea. It asks you to respond to the following (each response can be no longer than 150 words):
- Describe your team’s idea and explain the compelling need it responds to.
- Describe the target audience for this idea.
- Explain how you will market your idea.
- Indicate what you would do to ensure the idea can be sustained.
- Describe how you would implement this idea (how you translate the idea into action).
- Explain the nature and level of impact this idea would have on Baltimore.

WHERE CAN I FIND MORE INFORMATION? http://www.loyola.edu/join-us/better-business/schedule

STILL HAVE QUESTIONS? Please email dluvison@loyola.edu
HOW DO I COME UP WITH AN IDEA AND DEVELOP MY PROPOSAL? Come to a design thinking workshop on-campus.

At the workshop you will learn how to...

- research problems
- identify a challenge
- identify compelling needs
- recognize opportunities
- think through an innovative idea
- brainstorm solutions
- develop a plan

Idea Generating Design Thinking Workshop
February 13, 2019 | 6pm – 8pm | Cohn Hall 133

In order to be competitive in the process and receive hands-on guidance regarding the idea proposal submission, it is highly recommended for individuals/teams to attend this workshop.

TIMELINE:

1. **February 24** (6pm) proposals are due. Please note that by submitting your proposal you are agreeing to participate in the pitch competition event.

2. **March 1** team leaders will hear from the proposal review committee regarding whether the proposal was accepted. If your proposal was accepted, you will be provided information on the poster requirements and the judgment criteria (the rubric that judges will be using) for the pitch competition. You will be provided information on PitchCreator, an online tool to help you prepare and think through your pitch. You will also be provided the name of a mentor, should you/your team finds an outside perspective helpful.

   To support the development of the best possible pitch, we will assign you an experienced entrepreneur as your mentor. Mentors have volunteered up to two hours of their time to coach and provide advice to your team about your model and your approach. Please plan to reach out to your mentor to arrange a mutually convenient time to connect by phone, video, or in person.

3. **March 13** from 6pm-8pm (Makerspace in Library), there will be a mandatory workshop for teams advancing to the competition. At least one member of the team must be present at the workshop. The workshop will focus on communicating your idea, utilizing PitchCreator, and effectively capturing your idea on the poster.

4. **March 21** by 4pm, teams will electronically send their poster via email (dluvison@loyola.edu). The poster should be no larger than 4x4. The printing and costs of the posters will be covered by the university.

5. **March 27** is the pitch event. During the event, team representatives will stand by their poster and present it to those that come by—students, faculty, alumni, friends of the Loyola community, and, of course the judges. While the event is open to the public from 6pm-8pm, student teams will need to be set-up and prepared to pitch to the judges starting at 4:30pm.

   - Five teams will be selected by the judges to move on to the final round.
   - In the final round, representatives from the **five chosen teams will each have no more than two minutes** to pitch their idea and solution to the judges and the audience. **Judges will then have no more than seven minutes** to ask the team questions about their pitch.
   - Prizes will be awarded to the top three teams and the team that receives the most votes from audience members (People’s Choice Award):
     - 1st Prize – $1,500
     - 2nd Prize – $1,000
     - 3rd Prize – $500
     - People’s Choice – $500

HOW DO I SUBMIT A PROPOSAL? Proposals will be submitted via a survey which you will be able to access here: https://loyola.co1.qualtrics.com/jfe/form/SV_0dqTg05Bp04X1el

Rising to the Challenge is a part of the “Building a Better World Through Business” (BBWTB), an initiative that seeks to celebrate the good that business does for society as it works to transform the world through sustainable economic and social development. The series of BBWTB events are designed to highlight innovation, social justice, community collaboration, and the importance of business to the futures of our students, across disciplines.

Anchored in Baltimore – Loyola’s idea pitch competition will be focused on Baltimore. Through initiatives, ventures or products proposed by Loyola students, we will explore ways that students and the institution can meaningfully contribute to building a better Baltimore. “Businesses can’t succeed if communities fail.”