LOYOLA UNIVERSITY MARYLAND IDEA PITCH COMPETITION

BUILDING A BETTER BALTIMORE

Businesses can’t succeed if communities fail.

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, the Student Government Association and Messina.

Call for Idea Proposals from Undergraduate & Graduate students from all schools and disciplines

LOYOLA STUDENTS – WHAT’S YOUR IDEA?

How might we build on Baltimore’s strengths and respond to a current need by creating a new initiative or business venture?

Research and develop an idea that contributes to the economic and social well-being of Baltimore.

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. Students from across our campuses (undergraduate and graduate) are invited to compete in Building a Better Baltimore, Loyola’s fourth annual idea pitch competition, which will be held on Wednesday, March 25 from 6pm–8pm in McGuire Hall West. 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 four Loyola students—UG or graduate).

WHEN IS THE PROPOSAL DUE? Proposals are due by 11:59pm on February 21, 2020.

WHEN WILL I KNOW IF MY PROPOSAL WAS ACCEPTED? By February 27, 2020, team leaders will hear from the proposal review committee regarding whether the proposal was accepted.

WHAT SHOULD MY PROPOSAL FOCUS ON? Student proposals will respond to the challenge question: How might we build on Baltimore’s strengths and respond to a current need by creating a new initiative or business venture? Research and develop an idea that contributes to the economic and social well-being of Baltimore. 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 1200 characters):

- Describe your team’s idea, being sure to explain how your research has uncovered 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 that the initiative or venture you are proposing would be able to endure beyond its start-up phase.
- 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.
**ADDITIONAL HELPFUL INFORMATION**

**HOW DO I COME UP WITH AN IDEA AND DEVELOP MY PROPOSAL?** Come to an idea generation 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

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**TIMELINE:**

1. **February 21** (11:59pm) proposals are due. Proposals will be submitted via a survey which you will be able to access here: [https://loyola.co1.qualtrics.com/jfe/form/SV_0dqTg05Bp04X1el](https://loyola.co1.qualtrics.com/jfe/form/SV_0dqTg05Bp04X1el) Please note that by submitting your proposal you are agreeing to participate in the pitch competition event.

2. **February 27** 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 also be provided the name of a mentor.

   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. As a result, you will be expected to reach out to your mentor to arrange a mutually convenient time to connect by phone, video, or in person.

3. **March 16** 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 and effectively capturing your idea on the poster.

4. **March 20** by 4pm, teams will electronically send their poster via email to Dave Luvison ([dluvison@loyola.edu](mailto:dluvison@loyola.edu)). The poster should be no larger than 4x4. The printing and costs of the posters will be paid for by the university.

5. **March 25** is the pitch event. During the event, teams 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. Students can access McGuire West to set-up any time after 1pm.

   - 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 Award – $500

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

**STILL HAVE QUESTIONS?** Please email Dave Luvison at [dluvison@loyola.edu](mailto:dluvison@loyola.edu)

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*Building a Better Baltimore is a part of Building a Better World Through Business (BBWTB), a series of initiatives that seek to celebrate the good that business does for society as it works to transform the world through sustainable economic and social development. The BBWTB series of events are designed to highlight innovation, social justice, community collaboration, and the importance of business to the futures of all Loyola students.*