

**TBC Business Rumble: Pitch your Idea**

Wednesday, October 23, 2019

250 Clark Street, Powassan, ON, P0H 1Z0

Do you have a business idea that you want to pitch/share with your community? Pitch your Idea is for students that have a new and/or innovative product or service idea they are willing to share with the community. Below you will see key components that should be included in your pitch but **remember to be creative!**

**The Process and Eligibility Requirements:**

- Students must be between the ages of 13 to 18 and currently attending school.
- If students are 18 and under, a parent or guarantor must sign a consent form allowing the student to participate in the process and for the student to participate in the pitch competition, if selected.
- Must be a resident of the Nipissing or Parry Sound Districts.
- Students must complete a fillable application and return it to Kennedy Horton, Youth and Mentorship Coordinator at [khorton@tbcnps.ca](mailto:khorton@tbcnps.ca) or drop it off at The Business Centre Nipissing Parry Sound, located on the 6<sup>th</sup> Floor of City Hall.
- The Business Centre will review all applications and determine which students are eligible to participate in the pitch competition on **Wednesday, October 23, 2019 at 250 Clark.**
- The Business Centre will contact you if you have been selected by **Tuesday, October 8<sup>th</sup>, 2019.**

**Pitch Day Requirements (October 23):**

If you are selected to pitch your idea in the pitch competition here is a breakdown of what the judges are looking for:

- Viability of Business
  - Clear description of the product, service or invention.
  - Meets a specific need and/or fills a gap in the community/solves a problem.
  - Target Market is identified and reasonable.
- Creativity
  - Creative messaging.
  - Brand development (Company Name, logo and tag line).
  - Creative use of presentation.
- Persuasiveness
  - Clarity and tone of voice (Includes voice/Body language/use of props).
  - Factual evidence (Problem – Impact – Solution – Benefit).
  - Sales Pitch (changing consumer thinking, beliefs, objections).
- Marketing
  - Effectiveness of Marketing
  - Call to action.
- Financial
  - Pricing

*Pitch your idea for a chance to win fabulous prizes!*

<p><u>For Office use only</u></p> <p>Date Received:</p> <p>Accepted to pitch: Y/N</p>
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**TBC Business Rumble: Pitch your Idea (2 Minutes) – Application Form**

Name:	
Business Name:	
Date of Birth (dd/mm/yyyy):	
Address:	
City/Town:	
Province:	
Postal Code:	
Telephone Number:	
Alternate Telephone Number:	
Email Address:	
School/Educational Institution:	

**Briefly describe your idea.**

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**How will your idea make money? (Generate Revenue).**

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**How much will you charge for your product/services?**

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**Who is going to buy your product and/or service? (Determine your target market).**

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**How are you going to advertise and promote your product and/or service offering?**

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**What will you need for this business to work? (Do you need equipment, a website, property, a factory, etc.?)**

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**What makes your idea unique?**

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*Students must complete the application and return it to [khorton@tbcnps.ca](mailto:khorton@tbcnps.ca) or bring it in person to The Business Centre on the 6<sup>th</sup> floor of North Bay City Hall (200 McIntyre Street East, North Bay, ON) by October 4<sup>th</sup>, 2019. All applicants will be informed if they are accepted to pitch or not by October 8<sup>th</sup>, 2019 – five students will be chosen to Pitch your Idea at the TBC Business Rumble at 250 Clark in Powassan, on October 23<sup>rd</sup> starting at 6:00 p.m.*

### TBC Business Rumble

Wednesday, October 23, 2019

250 Clark Street, Powassan, ON, P0H 1Z0

#### Important Dates:

Dates	Descriptions
October 4 <sup>th</sup>	Application Due – Submit to Kennedy Horton by email <a href="mailto:khorton@tbcnps.ca">khorton@tbcnps.ca</a> or in-person at The Business Centre NPS (6 <sup>th</sup> Floor of City Hall, North Bay)
October 8 <sup>th</sup>	Finalist will be notified – The Business Centre will contact the finalist to participate in the TBC Business Rumble.
October 18 <sup>th</sup>	Any multi-media/presentations must be submitted to The Business Centre before the pitch competition.
October 9 <sup>th</sup> to 22 <sup>nd</sup>	Students prepare for TBC Business Rumble and ask questions, if necessary.
October 23 <sup>rd</sup>	TBC Business Rumble Pitch Competition at 250 Clark Street, Powassan, ON, P0H 1Z0

#### TBC Business Rumble Agenda:

Times (Hourly)	Description
6:00 – 6:15 p.m.	Introduction and Welcome Remarks
6:15 – 7:00 p.m.	TBC Business Rumble: Pitch your Idea
7:00 – 7:15 p.m.	Break: Light Snacks and Refreshments
7:15 – 8:00 p.m.	TBC Business Rumble: Pitch your Business
8:00 p.m.	Winners will be announced for each category

## Release and Consent Form

I hereby authorize any images or video footage taken of my youth (under 18 years of age), in whole or in part, individually or in conjunction with other images and video footage, to be displayed on The Business Centre Nipissing Parry Sound Website and other official and partners channels, and to be used for media purposes including promotional presentations and marketing campaigns. I also authorize the display use of any media materials created by my youth with The Business Centre Nipissing Parry Sound.

I waive right to privacy and compensation, which may have connection with such use of my youth's name and likeness, including rights to be written copy that may be created in connection with video production, editing and promotion therewith.

I am over 19 years-of-age and the parent or legal guardian of the youth, and I have read this waiver and am familiar with its content.

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Date

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Name of student (please print)

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Signature of Student

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Name of Parent or Guardian (please print)

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Signature of Parent or Guardian