



2025 Guidelines

The Idea – Round One

Friday, February 28th by 5:00 p.m.

The Business Model/Plan – Round Two

Monday, March 24th at 5:00 p.m.

The Presentations – Round Three

Tuesday, April 15th at 6:30 p.m.

The PITCH

-- Competition Guidelines for 2025 --

Competition Overview

Hosted by the Center for Student Enterprises and Entrepreneurship Development (C-SEED), the PITCH provides students with an opportunity to learn more about innovation and entrepreneurship through the development of an idea, creation of a business model/plan, and delivery of a pitch presentation.

The competition will consist of three rounds to ensure that ideas are fully developed and create value for the customer, client, and/or community.

The competition is open to any full-time or part-time undergraduate student at Berry College. Please know that students must be enrolled in the spring semester of 2025.

There will be two divisions: Scalable Venture and Start-Up Venture.

Scalable and Start-Up Venture Guidelines

The Scalable and Start-Up portions consist of three rounds:

The Idea (Round One) -- Participants must submit the official registration form that provides team member names and contacts, a brief overview of their idea, as well as a business model canvas.

Electronic submission of the registration form and business model canvas is due by Friday, February 28th by 5:00 PM.

Your overview should include the following:

- General description of the idea (a good, service, etc.)
- The apparent need for your idea -- The customer, client, and/or community's problem
- The potential value gained by using your good or service
- How your idea can have a positive impact on society
- For scalable ventures, your overview should explain how you plan to scale your business to the next level.

All electronic submissions should be submitted via Microsoft Forms by 5 PM on Feb. 28th, 2025.

All applicants will be notified Monday, March 3rd (by 5:00 pm) of the next steps to prepare for the next round of the competition.

Qualifying Pitch (Round Two) -- Applicants will develop their creative ideas using a modification of the Business Model Canvas (Osterwalder & Pigneur, 2010). This phase of the competition consists of an oral presentation and submission of supporting materials. All applicants approved from Round 1 will compete

Round 2 will be held Monday, March 24th at 5:00 PM in Green 225

All pitch decks should be sent to cseed@berry.edu and should be labeled with your team name and the current pitch round pitch deck. (example: C-SEED Team - Round 2 Pitch Deck).

Your Pitch deck should address the following areas but are not limited to:

- The "customer" and their problem
- The product (a good or service) and its value proposition
- Your team includes key personnel, key partners, and capital needs
- Marketing considerations such as production, placement, and promotion strategies
- Important activities and success metrics
- Projected revenue and expenses
- Your profit and exit strategies

Selected finalists will be notified on Wednesday, March 26th (by 5:00 pm) to prepare for the final round of the competition.

The Presentation (Round Three) --

Tuesday, April 15th at 6:30 PM in Krannert Ballroom

Finalists chosen from Round 2 will present to a panel of judges and pitch their business ideas. This will be followed by a question and answer period. The presentation should be a synopsis of the ideas with the goal of persuading the panel of the worthiness of the opportunity. In other words, the presentation should clearly demonstrate why your idea provides value to a customer, client, and/or community and could become a viable business/organization. All awards will be based on the final presentation and all submitted materials.

The presentation will be evaluated on the following criteria:

- Quality and persuasiveness of the oral presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the questions and answer portion of the presentation
- Level of professionalism

The official announcement of the winners -- both judges' and audience's awards -- will take place at the end of the evening's program.

Need assistance? Come see us!

C-SEED Open Hours:

Monday.....9 AM to 5 PM
Tuesday.....9 AM to 5 PM
Wednesday.....9 AM to 5 PM
Thursday.....9 AM to 5 PM
Friday.....9 AM to 5 PM

If these times do not work for you or we are out of the office when you stop by, email cseed@berry.edu to set up a scheduled meeting time.

If you have any questions about the competition or need assistance, please contact The C-SEED at cseed@berry.edu.

Which Division Should I Sign Up For?



Are you unsure of which division you should be in?
Here are some key factors of each division:

What is the difference between Start-Up and Scalable?

Start-up businesses are...

- In its early stages, focused on testing its business model, gaining traction, and establishing itself in the market.
- Often experimenting and evolving their business model.
- Often still refining its product or service, customer base, and market strategy.
- Testing the product-market fit, and building a customer base.



...Scalable businesses are

- Structured so it can expand significantly with minimal proportional increases in costs.
- Repeatable business model that can be scaled effectively.
- Beyond the initial stages and has a proven product or service with clear pathways for growth.
- Optimizing and growing operations, refining the business model to achieve profitability, and scaling the business in an efficient and manageable way.

