



New York City Pitch Competition

RULES AND TIMELINE

When: November 22, 2019
Event Start Time: 6:30pm
Location: JPMorgan Chase, 4 Metrotech, Brooklyn, New York

CASH PRIZES (Young Moguls: ages 10 - 17)

First Prize: \$2000.00
Second Prize: \$1000.00
Third Prize: \$500.00

CASH PRIZES (Moguls: ages 18 - 23)

First Prize: \$2000.00
Second Prize: \$1000.00
Third Prize: \$500.00

Note: One prize awarded per winning individual or team.

ELIGIBILITY

- (1) Must have parent written consent
- (2) On the day of competition, must be of the eligible ages
- (3) There are no New York City residency requirements
- (4) Parents must submit a W9 form before potential cash prizes are released
- (5) Need not be a graduate of the WorldofMoney Youth Financial Education Training Institute

ONLINE VIDEO SUBMISSIONS SEMI-FINALS ROUND COMPETITION

- (1) **Video Submission Deadline:** **Date:** November 1st **Time:** 12 Midnight
- (2) **Video Duration:** 3 minutes maximum
- (3) **Video Format:** YouTube or Vimeo links
- (4) **Must be amateurishly recorded. Must not be professionally produced.**

FINALIST COMPETITION RULES

- (1) Dress Code: business professional attire.
- (2) Powerpoint: Email and bring powerpoint presentation on a flash drive.
- (3) **Powerpoint Deadline Submission: November 15th.** All powerpoint presentations must be submitted. No updated presentations will be accepted after the deadline. No exceptions.
- (4) The Powerpoint may not include any video.
- (5) Pitching: Finalists will have no more than 5 minutes maximum to pitch
- (6) Judges' Q&A: 2 minutes maximum.
- (7) **5:30pm:** Contestants arrive at JPMorgan Chase at 4 Metrotech, Brooklyn, NY
- (8) **6:30pm:** The Pitch Competition begins
- (9) Finals round is before a live, supportive audience. Free attendance to the public. Finalists are encouraged to invite their school, friends and family to attend.
- (10) Upon receiving completed W9 form, cash prizes will be awarded at the conclusion of the competition.

JUDGING CRITERIA:

Eligible finalists are judged on a (1 – 5 scale) based on the following criteria:

- (1) Originality of Concept
- (2) Polish and Appeal: Is this presentation easy to understand?
- (3) Effectiveness: Was the pitch effective in explaining the product/service in a professional, engaging manner?
- (4) The Need: Did the entrepreneur explain the problem that their business solves?
- (5) Competition: Did the entrepreneur identify their competitors?
- (6) Business Model: Did the entrepreneur explain the pricing of their product and service?
- (7) Marketing: How is the business promoted?
- (8) Exit: Did the entrepreneur adequately explain how a potential investor will be repaid?
- (9) The Ask: Did the entrepreneur explain how much money they need to scale and how monies will be used?
- (10) Compelling: Was it captivating and left the audience wanting more information?

(11) Length: Was all the above done within a timed two minutes?

(12) Energy/Confidence: Natural, enthusiastic, and speech with a good flow

(13) Voice/speech: Clarity of speech, proper volume, rate of speech

NOTIFICATION:

- The World of Money Leadership Council will evaluate video submissions and select semi-finalists.
- **November 2, 2019:** Semi-finalists will be notified of their status via email.
- Within 24 hours: All semi-finalists must reply confirming their participation.
- **Powerpoint: Finalists using powerpoint must email their presentation before or by November 5th.**
- November 22nd: Winners will be announced on November 22nd at the competition.
- The judges' decisions are final and binding.
- Finalists must be available for potential media interviews.

Note: As a contestant, your name and likeness may be used for future advertising and promotional purposes. Additionally, it is advised that you obtain the appropriate legal documentation to protect your business idea or product. WorldofMoney.org is not liable for duplication of your business idea or product by a third party.

WorldofMoney.org
1441 Broadway, 5th Floor, PMB 5084, New York, New York 10018
Email: info@worldofmoney.org

