



Pitch or Ditch: Minority Entrepreneurs Pitch Competition

Pitch or Ditch is a fast-paced business pitch competition. You are among a select group of entrepreneurs (or groups) will pitch an original business idea to a panel of business experts and an audience of entrepreneurs, small business owners, potential investors, students, and business and community leaders. This is a great opportunity for entrepreneurs to test and improve your pitch, gain exposure to investors, venture capitalists/other funders and win cash prizes to allow you to expand and grow your business and network.

Pitch Competition Rules

1. The maximum number of team members for a single pitch is limited to three persons. Those persons must be the owners or co-owner(s) of the business.
2. Competitors must be 18 years of age or older to participate in the Pitch or Ditch Competition.
3. Pitch competitors may participate on only one team.
4. Only the pitching individual or the pitching members of a team may pitch to the panel of judges or answer questions from the judges.
5. The majority ownership (51%) of the business or idea must be held, managed, or controlled by a person who is of a racial minority group.
6. The business is required to be registered in Delaware and be able to show upon request an active state of Delaware business license.
7. Only businesses that have been established for 2 to 7 years are eligible.
8. The business must either be a member of the Delaware Black Chamber of Commerce or presently or formerly be a client in the Stand By Me Minority Small Business Program.
9. The pitched idea or business must be the original work of the individual or team pitching it. Ideas and concepts deemed by the Pitch or Ditch Committee to be fraudulent, deceptive, insincere, offensive, immoral, or unethical may be screened and disqualified.
10. Distributing materials, samples and/or prototypes during the pitch is permitted and encouraged.
11. Audio/Visual devices or systems may be used (e.g., PowerPoint, recordings, flip charts, etc.)
12. If a contestant has not arrived before the start of the January 25th competition date, they are disqualified. A team may be present without a team member if that occurs.

Pitch or Ditch Timeline

- **October 2nd**: The Pitch or Ditch application is released.
- **October 10th**: Information Session
- **October 20th**: Applicants must submit their applications by this date.
- **December 14th**: Chosen applicants will be announced, giving contestants over one month to prepare.
- **January 25th**: Competition Day!

Eligibility

- The Pitch or Ditch Committee has the sole discretion to determine which competitors are invited to pitch. It may also disqualify and/or remove any individual or teams for any reason that it deems appropriate before and/or during the pitch competition for violation of these rules. All decisions regarding team participation in the pitch competition are final.
- Competitors must NOT be an employee, officer, director, agent or representative of a Host, Sponsor, or Judge ("Contest Entities"), or their respective parent companies, affiliates, divisions, subsidiaries, representatives, or advertising agencies, nor can a competitor be an immediate family member and/or household member of any competitor.
- Applicant must adhere to all competition rules and criteria.



Disclaimers

United Way of Delaware (UWDE), Delaware Black Chamber of Commerce (DEBCC) and the Pitch or Ditch Committee reserve the right to disqualify any applicant or registrant who violates competition rules, engages in conduct unbecoming to UWDE or DEBCC, or behaves in any manner that is not aligned with our missions and purpose.

Pitch Guidelines

1. Objective: The objective of the pitch is to simply define the idea or concept by explaining a product, service, or value proposition.
2. Time: Three (3) minutes are allocated for each pitch. Up to five (5) minutes are allocated for Q&A with the judges. In total, each individual or team pitching will have minutes maximum. Time will begin when the presenter begins to speak. Any team pitches that do not adhere to time warnings will have three points deducted from their total score.
3. Pitch decks must be turned in to UWDE representative, Alex Southerst at asoutherst@uwde.org by 11:59pm; January 23, 2024. If this does not occur, competitors will not be allowed to use their pitch deck during the event.
4. Confidentiality: Confidentiality is not guaranteed in any way. Do not include confidential material in your submissions. UWDE, DEBCC and the Pitch or Ditch Committee accept no responsibility for presenting other competitors, audience members, or judges, sponsors or others who see or hear a pitch competitors' idea or materials from sharing the idea and/or materials. Sharing your idea or concept may be deemed a public disclosure. It is the responsibility of applicants to consult with an attorney before entering the competition.
5. Reproduction: UWDE, DEBCC, and the Pitch or Ditch Committee may take photographs and/or video of any materials used or made available by pitching individuals or teams during the competition for public relations purposes. Any content presented by a competitor should be considered public information disclosure. Competitors should carefully consider excluding any proprietary information or materials that the competitor feels is at risk of disclosure.
6. Prize Money: Prize money will be awarded to each winning team(s) or business(es). The business recipients of prize money will be responsible for the tax implications of their winnings.
7. Contact: For any questions about the pitch, please contact tfair@uwde.org.
8. Acknowledgement: Competitors acknowledge that by agreeing to participate in the Pitch or Ditch Competition, they have consented to the rules of Pitch or Ditch Competition.

Judges Score and Criteria

Judges offer single score of 1 Lowest – 4 Highest based on:

- Knowledge of industry/product being sold
- Business financials
- Presentation/Preparedness
- Timeliness (Ending before or as soon as 'Time' is called)

Scale

4 – Excellent | 3 – Good | 2 – Fair | 1 – Poor

*20 = Highest Score; 5 = Lowest Score. All Judges will have score cards. *m

Suggested Pitch Content

- Your name and name of business
- How long have you been in operation?
- Describe your product(s) and/or service(s)
- What need or demand does your business address?
- Describe your target market?
- What is the size of that market – number of people/organizations and annual spending?
- How do/will you market/sell your product/service to your target audience?
- How many customers have you already acquired (existing businesses)?
- What is your annual revenue?



- In two years, what do you expect your annual revenue to be?
- Who are your competitors?
- What makes your business different from similar businesses?
- How much money do you need to start/expand your business?
- What will you do with money you win?
- How do you plan on advertising your product/service?
- What is your background/industry experience?