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SCHOOL OF BUSINESS



COLUMBIA
COLLEGE



Greenville
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MUSC
Medical University
of South Carolina



UPSTATE
University of South Carolina



WINTHROP
UNIVERSITY

WOFFORD
COLLEGE

Calling all South Carolina college students! Compete for **\$10,000** in cash prizes.

- Are you ready to dig into a promising business idea or launch a social enterprise? Develop and pitch your innovative idea (virtually) in the **first-ever SC Innovates Pitch Competition**.
- **Up to 15 semifinalists will advance to the Virtual Finale on 11/18/2020**
 - \$10,000 (so far) will be awarded for the best student ideas... all semifinalists guaranteed at least \$100
- Must be enrolled in at least 1 credit at a SC college/university during Fall 2020 (1-3 student members per team)
- All entries must be for new, independent, student ventures/ideas. **Create a short video + 5 slides to compete!**
- **Registration Deadline: 10/25/2020** (11:59pm ET)
 - **Register and Get Started Here:** <https://live.startupwind.com/uofsc-sc-innovates-2020>
 - Click "Create New Idea" ... Your simple Idea Card must be created by 10/25 to participate
- **Phase 1 Submission Deadline: 11/1/2020** (11:59pm ET)

Phase 1 Submission Requirements: Pitch Deck + Pitch Video

- **5-Slide Pitch Deck**
 - Slide 1: Title Slide -- venture name, team member names, contact info, and **YouTube link**
 - Slide 2: Problem
 - Slide 3: Solution
 - Slide 4: Revenue Model
 - Slide 5: Social and/or Environmental Impact ([17 Global Goals](#)) ([Intro to Social Entrepreneurship](#))
 - Use a combination of bullet points and images to make your idea stand out ([pitch deck examples](#))
- **90 Second Pitch Video** (technically, video must be 75 sec minimum to 105 sec maximum)
 - The pitch video is your opportunity to tell the story of your business idea and to stand out from other entries... there is no specific format for the video
 - A straightforward approach would be using a screen-sharing software (Screencastify or Zoom) to record yourself discussing the slides
 - Other approaches could involve iMovie, Powtoon, or other video editing programs, making an animated video or sketchbook, interviewing potential customers about your idea, etc.
 - **Upload your video to YouTube.** Make sure viewing permissions are NOT set to private. We suggest using the unlisted setting. Include the YouTube link on the Title Slide.

Judging Criteria

| | |
|--------|--|
| 10 pts | How well does the team articulate the problem ? |
| 10 pts | How well does the team articulate the solution ? |
| 10 pts | How well does the team articulate the revenue model ? |
| 10 pts | How well does the team articulate the social/environmental impact ? |
| 5 pts | To what extent is the business idea innovative (novel, unique, unconventional)? |
| 5 pts | To what extent is the business idea feasible (realistic, implementable, commercially viable)? |

Questions? Contact Us!

| PARTNER SCHOOL | PRIMARY CONTACT | EMAIL ADDRESS |
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