

2022 Miami Herald Startup Pitch Competition Rules and Guidelines

Do you have a winning startup business? If your business is less than three years old or is in the planning stages, enter the 2022 Miami Herald Startup Pitch Competition, Presented by Florida International University's Eugenio Pino & Family Global Entrepreneurship Center.

This year, we offer the FIU Track open to students, alumni and faculty of FIU.

This year, the Community Track is powered by Endeavor and is open to all the community, focused on key industries vital to South Florida's economy.

Panels of expert judges will select the two best pitch plans in each track based on both the quality of the idea and the submitted plan.

GENERAL RULES FOR ALL TRACKS

- You must live in South Florida (Miami-Dade, Broward, Monroe and Palm Beach counties).
- If you are entering an existing business, it must be based in South Florida. See additional rules for the FIU and the Community Tracks via miamiherald.com/challenge.
- An entry consists of a pitch-deck of 12-20 slides that explains your product, growth strategy, marketing plan, team members, and financials.
- Your product can be a proposed business or one that is already in development or operation. However, if your business launched operations prior to Jan. 1, 2019, it is not eligible.
- You cannot enter both the Community track and the FIU track with the same idea.
- Finalists will be required to present their pitch to the judges. Judges will consider the pitch in their final ranking. If a finalist is unable to attend the judging session, the next highest ranked plan will be deemed a finalist and be awarded the opportunity to

compete in the pitch competition.

- The winner will be profiled in Miami Herald's Business section this spring and have the opportunity to participate in a Miami Herald virtual or in-person event highlighting the winners and the competition.

If you entered the Challenge before and were not one of the top two winners in the track, you may enter your plan again as long as you meet the other criteria. Multiple entries from one person are allowed if they are different business ideas.

Entry deadline for FIU Track: Emailed by 11:59 p.m. Tuesday, March 1.

Email your entry to: entrepreneurship@fiu.edu — for FIU Track

Please put the name of your venture or your name in the subject line of the email. Include contact information — phone number and email.

You should receive a confirmation response after sending. For questions, problems or further confirmation: Email entrepreneurship@fiu.edu.

Awards: Editorial coverage in print, online, and social media with judges, mentors and winners profiled in the Miami Herald's Business Section. The winner will have the opportunity to participate in a Miami Herald virtual or in-person event highlighting the winners and the competition.

FIU Track: You must be a Student or Alumnus or Faculty of FIU to enter. If a team is entering, at least one member of the team must be an FIU student or alumnus. Please write "FIU Entry" at the top of your submission. You cannot enter both the Community Track and the FIU Track with the same idea.

Community Track: Please go to miamiherald.com/challenge for all rules related to the Community track. Please note these rules may vary from the FIU Track.

TIPS ON PREPARING YOUR ENTRY

To enter, competitors must submit a pitch deck containing 12-20 slides (FIU track). The deck should explain the following:

- What problem is business solving?
- What is the solution?
- Who is the customer?
- What stage of development is it currently in?
- Who are the members of your team and what expertise does each bring?
- What, if any, technology is required?
- How will the business make money? (i.e., define the business model and revenue streams)
- What is your marketing plan? (Details are required; “social media” is not enough)
- What are your costs and basic final projections? When do you project to break even?

Include contact information: A phone number and email address, please.