



## **The VA Black Business Directory Pitch Contest**

**What should be in a pitch competition?** The Vision and Value proposition, The problem, Product/Service, Target Market and Opportunity, Validation Road Map, Marketing & Growth Strategy, Competitors, The Team, Financials and The “Ask”.

**Eligibility:** The VA Black Business Directory Pitch Competition (the “Contest”) is only open to registered businesses of the Virginia Black Business Directory (VABBD), legal residents of the U.S. who are 18 years of age or older at the time of entry. Employees, officers, and directors of the VABBD and those living in the same household are not eligible to enter or win. Sponsor, and Administrator acting as agent therefore, reserve the right to verify the eligibility of winners.

### **Existing Business Eligibility:**

- Must have operated for more than six months
- Proof of business registration in DC, Maryland or Virginia is required
- Business must have a working website and at least one social media page

Presenters must be physically present for the Live Pitch Event at the Great Blacksby, which will be held Friday August 5, 2022 at 7:00 pm - 11:00 pm. Failure to arrive by 7:30pm may result in disqualification. No prerecorded presentations will be permitted.

### **Round 1: Virtual Pitch Contest**

- Application Period Opens: Friday May 6, 2022
- Application Deadline: Friday May 27, 2022
- 20 Finalists from Round 1 will be announced June 19, 2022
- Participants are to record themselves pitching their current business and submit their video to [info@vabbd.com](mailto:info@vabbd.com) via wetransfer.com
- Pitches cannot be longer than 90 seconds
- Visual aids and props can be used.
- Each pitch must be delivered by a single individual (no team pitches).

## Round 2: Public Voting

- Top 20 entries will be shared for public voting on [www.vablackbusinessexpo.org](http://www.vablackbusinessexpo.org).
- Participants who make it to Round 2 can share their pitch via Facebook, Instagram, LinkedIn and Twitter to gather support and votes.
- Daily voting period begins June 20, 2022 and ends June 27, 2022.
- **Up to 7 finalists will be selected (5 final presenters, 2 alternates) to compete in the Live Pitch Event.**

In the event one or more finalists cannot compete on the day of the Great Blacksby, alternate applicants may be selected by VABBD organizers to replace them.

Pitch Application submissions will be reviewed by the Business Pitch Competitions Committee prior to the competition final qualification date.

If your business is not selected as a finalist, you are still encouraged to attend the Great Blacksby. You will have a great opportunity to network with like-minded entrepreneurs and learn about business development resources.

## Round 3: Final Round - Hosted by Free from 106 & Park, with Celebrity Guest Judges

- The Final Round will occur in person at the Great Blacksby; participants must have a ticket to the event.
- Each finalist will have 2 minutes to pitch their idea with up to 3 minutes for question and answer.
- Visual aids, props or handouts can be used, however no technological support will be provided. Sample products may be distributed to the judges during your presentation.
- Winner will receive a \$1000 small business grant
- First runner up will receive \$500 small business grant
- Second runner up will receive \$250 small business grant
- For more information or questions please email [info@vabbd.com](mailto:info@vabbd.com)



**The use of PowerPoint or slide presentations is not permitted. Props, posters, or prototypes may be used or displayed, however set up time will not be provided.**

**All public sessions of the competition may be recorded and broadcast by the event organizers, the public at large, or members of the media. Participants should not expect or assume any rights of confidentiality related to data or information presented or discussed during the public session.**

**The winners will be announced at the Great Blacksby VA Black Business Directory Pitch competition same day and must be present to claim their award.**

*Organizers reserve the right to disqualify any application submission that it deems inappropriate, unethical, or offensive, or to disqualify any finalist that violates the rules of the live Pitch Event.*

*The Virginia Black Business Directory (VABBD) does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring, and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.*