

# WWU U-Pitch

## Competition Guidelines

### Spring 2025

Welcome to the WWU U-Pitch (Spring 25) Competition. U-Pitch offers an exciting opportunity for students to bring their entrepreneurial ideas to life by pitching their business concepts to a panel of judges for a chance to win seed funding. This competition fosters creativity, innovation, and practical business planning, helping students develop real-world skills in a supportive and dynamic environment. The following guidelines outline the expectations, requirements, and key resources to assist you in preparing for a successful pitch.

## Application Process

1. Submit basic demographic information for each presenting team by March 13, 2025.
2. Confirm your participation in the U-Pitch Competition by April 11, 2025.
  - Teams that register and are accepted will receive \$100.
  - This financial gift will be given in cash on the day of the final event.
3. A Teams call is scheduled for Wednesday, April 9. Time to be determined.
4. Create a one-minute video discussing the problem you are addressing, the solution you provide, and the advantages of that solution. Submit by **April 16 at 9 pm**.
  - Create a folder in OneDrive and share the link.
5. Prepare and submit your **pitch deck using the provided template**. The deck should include the presenters' notes for the judges to read and give feedback.
  - Create a folder in OneDrive and share the link.
  - At this point, prioritize content over design.
6. Judges will give feedback by **April 23**.
7. Coaching sessions are scheduled from **April 28 to May 9**.
8. For the final competition, each presenter is allowed a maximum of 10 slides; slides must be submitted by **May 13**.
9. The final competition will be held on **Thursday, May 15, from 7 to 8:30 p.m.** at the FAC.

## Competition Prize Details

1st place prize = \$5,000

2nd place prize = \$3,000

3rd place prize = \$2,000

Audience Award

Mission Driven Award

\*Prize money will be awarded as scholarships.

# Judging Process

The winners will be selected by 3 to 5 judges, scoring each competitor according to the criteria listed below (see Judging Criteria section). The judges' scores will be aggregated, and the competition prizes will be based on each student team's total points.

## Presentation

Each team will have **five minutes to present** its pitch. Allowed props include product samples and a slide deck. The judges will have five minutes to ask **questions following the five-minute presentation**. The remaining time will be shown on a clock visible to the judges, contestants, and host(s).

## Judging Criteria

The maximum number of points for each presentation is 100. They are allocated as shown below:

### 1. Identifying the Problem or Need - 20 pts.

- What real-world problem are you solving?
- Who faces this problem, and why does it matter?
- *Tip: The best pitches clearly explain the problem in a way anyone can understand. Make it relatable.*

### 2. Your Solution: Product or Service (20 points)

- What is your product or service, and how does it solve the problem?
- What makes your idea unique? (Value Proposition)
- Who else is trying to solve this problem, and why is your solution better?
- *Tip: Show how your idea stands out. If possible, demonstrate how it works.*

### 3. Business Model: How Will It Succeed? (20 points)

- How will your product or service generate revenue?
- What are your estimates for costs and profits over the next 1-3 years? (**use Excel file: U-Pitch Cash Flow Projection Template**)
- Who is your customer, and how big is the market?
- What's your plan for getting customers? (Marketing Strategy)
- *Tip: Investors and judges want a sustainable path; explain how your idea will grow.*

### 4. Where You Are & Where You're Going (10 points)

- What have you accomplished so far?
- What are your next big steps?
- Who is on your team, or who do you need to make this happen?
- *Tip: Show that your idea isn't just a dream; you are making it real.*

## 5. Mission-Driven Entrepreneurship (20 points)

- How will your venture **positively impact** the community?
- Will your business **reflect values of faith, ethics, or social responsibility**? How?
- How does your idea promote **environmental sustainability**?
- **Tip:** Purpose-driven businesses stand out. Judges love to see ventures that help people and the planet.

## 6. Engaging & Confident Pitching (10 points)

- Did you keep eye contact and avoid reading from slides?
- Was your pitch **engaging, passionate, and confident**?
- Did you show excitement for your idea?
- **Tip:** Energy is contagious. Make your pitch **memorable** by showing enthusiasm and confidence.

As you prepare for U-Pitch, we encourage you to approach this opportunity with professionalism, creativity, and strategy. This competition will help you develop your entrepreneurial skills and provide valuable experience in presenting your ideas to an expert audience. We look forward to witnessing the innovation and passion you bring to the stage.

*"Commit to the Lord whatever you do,  
and He will establish your plans."  
- Proverbs 16:3*

*"But remember the Lord your God, for it is He who gives you the ability to produce wealth, and so confirms His covenant, which He swore to your ancestors, as it is today." - Deuteronomy 8:18*

May God bless and guide you as you take this step in your entrepreneurial journey.

*U-Pitch Lead:*

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Beauty in Expression • Faith in God*