SC Innovates 2020

Compete for $7,500 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. This statewide, virtual format is leveraging the power of Global Entrepreneurship Week 2020 to encourage college students from 13 South Carolina colleges and universities to develop and pitch their promising business ideas and compete for thousands in cash.

- Up to 15 semifinalists will advance to the Virtual Finale on 11/18/2020
- $7,500 (so far) will be awarded for the best student ideas... all semifinalists guaranteed at least $100

Students 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)

- 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

1. **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](https://www.un.org/sustainability发展目标s)) ([Intro to Social Entrepreneurship](https://www.startupwind.com/course-intro-social-entrepreneurship))

   Use a combination of bullet points and images to make your idea stand out ([pitch deck examples](https://www.startupwind.com/pitchdeckexamples))

2. **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

<table>
<thead>
<tr>
<th>Points</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 pts</td>
<td>How well does the team articulate the <strong>problem</strong>?</td>
</tr>
<tr>
<td>10 pts</td>
<td>How well does the team articulate the <strong>solution</strong>?</td>
</tr>
<tr>
<td>10 pts</td>
<td>How well does the team articulate the <strong>revenue model</strong>?</td>
</tr>
<tr>
<td>10 pts</td>
<td>How well does the team articulate the <strong>social/environmental impact</strong>?</td>
</tr>
<tr>
<td>5 pts</td>
<td>To what extent is the business idea <strong>innovative</strong> (novel, unique, unconventional)?</td>
</tr>
<tr>
<td>5 pts</td>
<td>To what extent is the business idea <strong>feasible</strong> (realistic, implementable, commercially viable)?</td>
</tr>
</tbody>
</table>

SC Innovates 2020 | Statewide Pitch Competition | #GEW2020

13 SC schools educating 108,000 students

Questions? Please contact:
David Wyman, PhD
Assoc. Professor and Director, Center for Entrepreneurship
wymandm@cofc.edu