

Guidelines For Participation

Bring your ideas to light!

We want YOU to participate in *THE GREAT Lebanon County PITCH* where you will present your business idea for the chance to win big prizes. You could be one of two winners receiving part of \$8,000 in grants! We will award \$5,000 to the winner, and \$3,000 to the runner-up. Winners will be publicized in local and regional media. .

There is no cost to apply or participate.

Timeline:

- Submit your **Interest to Participate** no later than **October 1, 2024**. This does not mean that you must participate. It is your consideration to participate.
- **Now through November**, THE CENTER will provide workshops and SCORE Mentoring for entrepreneurs to develop and create their comprehensive business plans.
- **November 1, 2024, 4:00 PM** – Deadline for **Final Application** and **Business Plan**.
- **November 20, 2024** – *THE GREAT Lebanon County PITCH* will be presented at THE CENTER, 989 Quentin Road, Suite 1, Lebanon, from 3:00-5:00 p.m.

Up to six finalists will be selected from all applicants to present their PITCH in front of a panel of judges including business and community leaders. No additional money will be awarded or promised other than the \$8,000 award money. * No investors will be making offers after presentations.

THE GREAT Lebanon County PITCH is open to the following:

- A business in Lebanon County that is expanding or altering your business model
- Entrepreneur(s) with an idea to create a new business located within Lebanon County

What You Need to Do:

Please fill out the **Interest to Participate** to hold your spot in the competition. This form must be emailed, mailed, or hand delivered to THE CENTER by October 1, 2024.

Applicants must utilize the services of **THE CENTER for Entrepreneurial Excellence or SCORE** while preparing or reviewing their **Business Plan**. This may include attending workshops/seminars geared to help you create your business plan, marketing plan, and financial forecast. You can also connect with a FREE SCORE Mentor to review documents you may already have.

Applicants will submit a **Final Application** and **Business Plan** for review and consideration to present at THE GREAT PITCH event.

If selected, applicants will have 5 minutes to present their business concept at THE GREAT PITCH event. Judges will have up to 10 minutes per contestant to ask questions.



The **Business Plan** must include the following details

- Contact information
- Name of business
- Overview and description of the business concept
- Acknowledgment of investors or partners (silent partners do not need to be disclosed)
- Tentative or known business location
- Approximate number of employees
- Financial projections - start-up costs, capital equipment costs, projected revenue and expense for 3 years
- Viability of the business via research (including location data and competition) – SWOT analysis
- Sales & marketing plan
- Budget for how the grant money will be used
- (Optional) Recommendations/Letters of Support

Winners will be announced at THE GREAT PITCH on November 20, 2024.

Please send all correspondence to:

info@thecenterlebanon.org

or

THE CENTER
989 Quentin Road, Suite 1
Lebanon, PA 17042



Visit TheCenterLebanon.org for programs, workshops, and additional details about THE GREAT PITCH.

Interest to Participate

Please note: the information contained in this form will be kept confidential and only circulated with the Administration of THE CENTER for Entrepreneurial Excellence. We acknowledge that this idea is your property.

Deadline: October 1, 2024

Please return to:

info@thecenterlebanon.org

Or: THE CENTER
989 Quentin Road, Suite 1
Lebanon, PA 17042



Name(s) _____

Address _____

Email _____ Phone _____

Company name (if known) _____

Brief description of the company concept _____

I have read the guidelines to participate in THE GREAT PITCH.

I understand with the intent to participate in THE GREAT PITCH, I will utilize the services provided by THE CENTER for Entrepreneurial Excellence to create or review my/our materials needed for the final application. I acknowledge that the business will be in Lebanon County, PA.

Signature of Applicant

Signature (if partners)



Visit TheCenterLebanon.org for programs, workshops, and additional details about THE PITCH.

Final Application

Bring your ideas to light!

Please note: the information contained on this form will be kept confidential and only circulated with the judges for the 2024 PITCH.

We acknowledge that this idea is your property.

Deadline: Must be delivered to THE CENTER by November 1, 2024, 4:00 p.m.



Name(s) _____

Address _____

Email _____ Phone _____

Company name _____

Our business plan includes the following:

- Contact information
- Name of business
- Overview and description of the business concept
- Acknowledgment of investors or partners (silent partners do not need to be disclosed)
- Tentative or known business location
- Approximate number of employees
- Financial projections - start-up costs, capital equipment costs, projected revenue, and expense for 3 years
- Viability of the business via research (including location data and competition) – SWOT analysis
- Sales & marketing plan
- Budget for how the grant money will be used
- (Optional) Recommendations/Letters of Support

I hereby declare that the Business Plan submitted, and ideas associated therewith are my own original work.

Signature of Applicant

Signature (if partners)



Please return Application and Business Plan to:

info@thecenterlebanon.org

Or: THE CENTER
989 Quentin Road, Suite 1
Lebanon, PA 17042