

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.

**An additional \$2,000 grant will be awarded by the Lebanon Valley Chamber of Commerce Women in Business Committee.*

There is no cost to apply or participate.

Timeline:

- Submit your **Interest to Participate** no later than **September 4, 2023**. This does not mean that you must participate. It is your consideration to participate.
- **Now through October**, THE CENTER will provide workshops and SCORE Mentoring for entrepreneurs to develop and create their comprehensive business plans.
- **October 6, 2023, 4:00 PM** – Deadline for **Final Application** and **Business Plan**.
- **October 24, 2023** – **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 September 4, 2023.

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 October 24, 2023.

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.