

LINKS to EXAMPLES of PITCH VIDEOS

Podo Labs — cameras that stick anywhere to take better pictures of you
<https://www.youtube.com/watch?v=mTiBsY1b9A4>

Barn & Willow — easiest way to buy custom window draperies
<https://www.youtube.com/watch?v=67-lbhA2bo0>

iControl — replaces paper with an app at construction sites
<https://www.youtube.com/watch?v=9Q6iwRgAejE>

OpenDoor — live better together
<https://www.youtube.com/watch?v=7y8YQT8g4lo>

CONVENER

This Competition is convened by National Veterans Transition Services, Inc. ("Reboot"), located at 9242 Lightwave Avenue, Suite 120, San Diego, CA 92123, with potential financial support of outside organizations. Reboot is solely responsible for this Competition.

ABOUT THE PITCH COMPETITION

The Pitch Competition is part of the 2018 Veteran & Military Spouse Entrepreneurship Freedom Summit to be hosted on June 30, 2018 by Sierra College in Rocklin, California. The summit will provide networking opportunities, exhibitors, interactive workshops and "meet the experts" sessions, all tailored to the interests and needs of Active Duty, Veteran and Military Spouse entrepreneurs.

The all-day program will culminate in a competition for the best pitch of a business proposal among Finalists chosen by judges, and the top prize of \$10,000, with each of the other participating Finalists eligible for \$2,000 scholarships.

This is a unique opportunity exclusively for Active Duty, Veteran and Military Spouse* entrepreneurs. Your business idea can be:

- **product** or **service**
- **startup** or **existing** business
- for **profit** / **non-profit** / **education**
- at any stage in the startup or development cycle

IMPORTANT DATES (2018)

Thursday June 21 Applications due midnight PDT — NEW EXTENDED DEADLINES

Sunday June 24Notification of selected Finalists by noon PDT

Tuesday June 26Deadline for selected Finalists to:

- **provide proof of eligibility (such as DD214, military ID, etc.)**
- **submit Pitch Decks to accompany their live 4-minute Pitches at the Summit event**

Saturday June 30Live 4-minute Pitch Competition for Finalists during the Summit

REQUIREMENTS & ELIGIBILITY

In order to be eligible to submit an application for the Pitch Competition, you must meet all of the following conditions:

*You must be at least one of the following:

- Veteran (other than dishonorably discharged)
- Service-disabled Veteran
- Active Duty military service member
- Reservist or National Guard member
- Current spouse of a Veteran, Active Duty service member, or Reservist or National Guard member

You must also:

- Be registered as a Participant for the Summit
- Submit a Pitch Application and Participation Agreement on behalf of yourself and any business you represent for purposes of the Pitch Competition
- Have no known intellectual property issues
- Agree to comply with all deadlines and Official Rules

GENERAL RULES

- Each Participant registered for the 2018 Veteran & Military Spouse Entrepreneurship Summit may enter ONE IDEA for the Pitch Competition.
- Your entry must be your original work. If you are not the sole creator, then you must have the express permission of anyone who assisted you in preparing your submission.
- In order to qualify for any prize, you must follow the Official Rules and meet the deadlines.

EVENT WEBSITE

www.vetucation.org

HOW to submit your APPLICATION

BEFORE YOU START  **Read the Official Rules and review the overall process, especially eligibility requirements and the Pitch Competition Rubric which is the basis for judging your idea.**

- STEP 1** Register as a Participant for the 2018 Veteran & Military Spouse Entrepreneurship Freedom Summit to be held on Saturday June 30, 2018, at Sierra College in Rocklin CA
- STEP 2** Complete the easy online Pitch Application (such as contact information, confirm your eligibility, very short overview of your idea, certify acceptance of rules, etc.). If you've already uploaded your 2-minute Pitch Video, you can include the link/URL on the application, and your application is done! Otherwise, proceed to Step 3 and make your video.
- STEP 3** Create a simple 2-minute Pitch Video (*no more than 2 minutes*) describing your idea and what problem it solves. Judging is based on your idea, not on the professional quality of your video. Judges will use the Rubric (to the right) to evaluate your idea and select Finalists to pitch at the Summit. When your video is ready, upload it to your LinkedIn profile. Alternatively, you may upload to YouTube or a similar service.

PITCH COMPETITION - RUBRIC

- ◆ Is there a real problem to be solved?
- ◆ Does the solution solve the problem?
- ◆ Is the targeted market well defined?
- ◆ How effective is the go-to-market strategy?
- ◆ How strong is the management team?
- ◆ How much capital is needed to hit key milestones?

IF YOU NEED TECHNICAL HELP or HAVE ANY QUESTIONS — text or call 510.413.8135

FINALISTS

- At the Summit event each Finalist will have 4 minutes to pitch and 3 minutes for Q&A with a panel of judges.
- If selected for participation in the Finals, and in order to remain eligible, you must
 1. provide satisfactory evidence of your status as Veteran, Active Duty, or Military Spouse (refer to “REQUIREMENTS AND ELIGIBILITY” above).
 2. submit a Pitch Deck for review as directed by Competition officials.
 3. Participate in the live Pitch Competition as scheduled at the Summit.

PRIZES

- The Pitch Grand Prize winner on June 30th will receive a \$10,000 cash prize.
- Other Finalists who participate in the Pitch Competition on June 30th are eligible for a \$2,000 scholarship.
- All decisions by Pitch Judges and other Event Officials are final.
- Participants receiving prizes associated with the Competition are responsible for all related tax obligations.

TERMS OF PARTICIPATION

- You agree that Reboot is not responsible for lost, late, misdirected, incomplete, or non-delivered Applications or supporting materials.
- By submitting an entry you certify that you own or have all the necessary licenses, rights, consents and permissions for your submission and that any person portrayed in your innovation has given permission for the usage rights.
- All business ideas and supporting materials submitted must comply with all laws, rules, and regulations including, but not limited to, those concerning copyright, plagiarism, trademark, defamation and invasion of privacy.
- By participating in this event, you grant Reboot permission to capture and use photos, videos, and audio recordings of event activities, and grant Reboot a royalty free license, without geographic or time limitation, to use and display your business idea for promotional or advertising related purposes in any and all media. Reboot’s use of these materials after the Competition for advertising and promotional purposes may or may not include your name.
- Veteran & Military Spouse Entrepreneurship Freedom Summit’s name and logo are the sole property of Reboot.
- You agree that you are responsible for any accidents or damages that you cause. You also agree not to hold Reboot, its affiliates, or any of the Summit event supporters, liable for any loss, damage, injury, or any other unforeseeable incident.
- By submitting an entry you certify that you understand and agree that Official Rules prevent you and your successors from bringing a lawsuit, claim or other action against Reboot or its affiliates and from recovering monetary damages or other legal relief from Reboot or its affiliates in connection with the event or any of the claims released above.
- Reboot reserves the right to alter the Official Rules in any way, at any time. By submitting an entry, you affirm your commitment to the Official Rules.