

Georgia 2023 Afterschool Youth Entrepreneurship Pitch Challenge

Rules & Eligibility

Young Entrepreneur Institute and Georgia Statewide Afterschool Network (GSAN) reserve the right to update these rules at any time. Every attempt will be made to notify applicants of any modification to this document; however, it is ultimately the responsibility of Young Entrepreneur Pitch Challenge applicants to stay current with Young Entrepreneur Pitch Challenge Rules and Regulations by visiting www.afterschoolga.org/pitch-challenge

Eligibility

- Applicants must be enrolled in school (grades K-12) in the 2022-23 academic year. This includes applicants who are home schooled or enrolled in an online school or out of school time program.
- Applicants must be participating in an out-of-school time program (grades K-12) in the 2022-23 academic year.
- Applicants will enter the contest in the group that corresponds to their grade at the time of entering the contest. The three groups are: K-4th grade, 5th-8th grade, 9th-12th grade.
- Applicants must reside in the state of Georgia
- Applicants may work in teams, however, each applicant must submit their own video. Only single applicant entries will be accepted.
- Video entries should be no longer than 120 seconds. It is recommended that entries be no shorter than 60 seconds. Video entries must be uploaded to Google Drive or YouTube with public viewing enabled.
- The deadline for submission is May 12, 2023 at 11:59 p.m.
- Please reach out to Deana Ingraham at dhingraham@georgiavoices.org if you have questions regarding eligibility.

Permission and Media Consent

- Applicant's parent/guardian must grant permission for Applicant to enter the Young Entrepreneur Pitch Challenge by completing the media release form located on the website.
- Applicant and his/her parent/guardian must give consent to all photographs, audio recordings and video recordings taken of him/her, and all Young Entrepreneur Pitch Challenge work presented to Young Entrepreneur Institute. All media recordings become the property of the Young Entrepreneur Institute and may be used by Young Entrepreneur Institute for educational, instructional or promotional purposes in print, broadcast or electronic media formats now existing or in the future created. This includes but is not limited to the video entry submission. There will be no compensation for the use of any photographs, audio or video recordings or any other media.

Pitch Criteria

- The proposed idea can be any type of business – a product business, a service business, a social enterprise that helps people or the environment, or a technology business. Participants are encouraged to create an idea that solves a problem in their community.
- Entries will be judged on:
 - **Creativity:** Idea and business name are innovative
 - **Persuasiveness:** Elevator pitch is convincing and compelling
 - **Presentation Quality:** Pitch and video are clear and easy to understand

Prizes

- Finalists will be selected in each age group based on the Pitch Criteria above to receive a \$50 gift card that will be delivered via mail to a preferred address provided by the finalist. Team entries will receive one prize to be split among team members.
- Up to five (5) winners in each age group will be selected and will receive a \$100 gift card that

will be delivered via mail to a preferred address provided by the winner.

- There is no cash value to “in-kind” prizes and no exchanges or refunds will be offered. Prizes are non-transferrable.

Educator Incentives

- Educators with ten (10) or more students entering the competition will be eligible to receive a \$40 gift card to throw a classroom party.
- Educators who demonstrate exceptional participation, attitude and/or quality of pitches will be selected to receive a \$25 Amazon gift card or \$25 Starbucks gift card.

Judging

First Round

- Applicants will complete an entry form and submit a video, up to 120 seconds, or will submit their video to the competition via their teacher. Applicants who submit incomplete entry forms, and entries that do not meet the requirements under the rules, will be disqualified. Finalists in three age groups will be selected from all eligible entries meeting Young Entrepreneur Pitch Challenge contest rules and requirements.
- Electronic submission: For the Georgia 2023 Afterschool Pitch Challenge, entries must be submitted by 11:59p.m. on May 12, 2023.
- Submissions will be reviewed and judged based on the following criteria in the judging rubric from the Pitch Challenge Toolkit:
 - Creativity of the idea, business name and video
 - Persuasiveness of the elevator pitch
 - Overall Quality of the idea, pitch and video.
- Finalists will be selected by a group of judges. Notification to finalists will be provided via email to the teacher on May 19, 2023.

Final Round

- Finalists in each age group will be notified by May 22, 2023. They will be showcased on www.afterschoolga.org/pitch-challenge starting on May 22, 2023. Public voting opens on May 22, 2023 and closes on May 26, 2023. Individuals will have the opportunity to visit the site each day during the voting period to vote for their favorite entries. Voting is limited to one (1) vote per entry, per person, per day. (A day is defined as 24 hours from the time the individual's vote was cast).
- There will be a total of up to five (5) winners in each age group. Four winners in each age group will be determined by a panel of judges. Public voting via an online link at www.afterschoolga.org/pitch-challenge will determine the fifth “People’s Choice” winner in each age group. The winners will be announced during the week of May 29, 2023.
- The use of robotic, automatic, programmed or similar methods or devices for voting is prohibited. Young Entrepreneur Institute and Young Entrepreneur Pitch Challenge reserve the right to nullify all such votes and to disqualify the responsible individual from voting. Young Entrepreneur Institute and Georgia Statewide Afterschool Network (GSAN), in their sole discretion, also reserve the right to disqualify the affected Applicant based on any attempt by any person to vote more than the authorized number of times using any third-party proxy voting service, multiple names or invalid email addresses, or any other fraudulent mechanism including, but not limited to, those described above. Young Entrepreneur Institute and GSAN will use their best efforts to verify all votes. No Applicant will be deemed a winner until confirmed by Young Entrepreneur Institute and GSAN. All decisions by Young Entrepreneur Institute and GSAN are final. Winners will be announced and acknowledged via email and will be featured on www.afterschoolga.org/pitch-challenge