

The Pitch - Competition Guidelines

After launching our 1st competition in 2019, with a stellar cohort, 2020 came with its ups and downs and a chance to reset. We target minority owned startups and small businesses, and this year we are focusing on those who leverage technology and digital innovation, to redefine the user experience. We present to you, the 2021 Startup Pitch Competition!

As a startup, every opportunity you get to showcase your brand to a targeted audience of potential investors, partners and customers is invaluable. This competition is about building ideas into opportunities - the very first step on the way to possibly building any value. The purpose of this Pitch Competition is to be able to provide an opportunity for Entrepreneurs of diverse backgrounds to access funds and resources that will impact the trajectory of their business. Not only is the access to capital important, the exposure you will receive from potential funders and peers is equally as important. Lastly, it's an opportunity to hone and land your 3 minute story. You never know when your time will come that the person or resource that can change the dynamic of your business is staring you right in the face, across the room or from a computer or mobile phone's screen. Four (4) finalists from the pool of applicants will be announced in July and have the opportunity to compete for the grand prize worth thousands of dollars at the 2021 UIU National Convention in Houston on Saturday August 7th, and also have the opportunity to meet one-on-one with potential investors and sponsors of the competition.

One mission of Umu Igbo Unite is community development and entrepreneurship, which aims to enable Igbos in the diaspora secure economic self-reliance, parity and power. We utilize the rich social capital of Igbos in the diaspora to build a network of individuals with a passion to see the transformation in their communities. Whether it's in the diaspora or on the continent of Africa, UIU wants to create a platform for Igbos to make their ideas work. Umu Igbo Unite recognizes that a strong Igbo community benefits the black community in the United States and also benefits Nigeria.

Winner Receives:

- **\$10,000 in cash prize money**
- Access to the UIUConnects future mentorship cohort resources
- Private interview and press coverage through www.ozisco.com

Entry Criteria:

- Over 21 years old
- Teams must present an original idea for a company
- Teams must be in a "pre-incubator" form and must not have received financial backing by professional third-party accelerators, incubators, existing companies or venture capitalists in an amount totaling over \$5000 (excludes personal investment or similar pitch competitions).
- Cannot compete on multiple teams
- Each team must consist of at least 1 individual who is a paid member of UIU national or local chapter at the time of application AND convention final
- Application submitter must be the UIU member
- No UIU National Board (Chapter Board is eligible), National Office or Convention Planning Team Members are eligible

- The proposed idea should not be in violation of any intellectual property rights as far as you are aware
- The business must have a component of technology
- At least one team member from each of the finalists will be required to attend the 2021 UIU Convention in Houston
- Past UIUConnects Pitch Competition winner(s) are ineligible

Pitch Format:

- 3 minute video (uploaded to Youtube (as a private link) and share link to designated email address)

Competition / Judging Format:

1. Virtual for pre-selection.
2. In-person (August 7th), for finals competition during the convention. Convention finals competition rules will be published in July.

Judges:

- Crystal Adesanya - CEO (Kiira Health)
- Ogechi Babalola - Director of Business Development, Innovation (Anthem Inc)
- Adaobi Gwacham - Owner/Operator (Chick-fil-A)
- Eric Goodie - Director, Entrepreneurship Center (Houston Area Urban League)

Click [here](#) for competition cheat sheet.

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Questions? contact: uiuconnects@umuibounite.com