

2017

BOP PITCH NIGHT #4

Wednesday 25 October
5.30pm start
Toi Ohomai, Mokoia Campus

Apply to Pitch Now!
Free to attend
(Koha appreciated)

Find out more
www.rotoruaX.nz
connect@rotoruaX.nz



Showcasing the entrepreneurs of the Bay of Plenty!

\$10,000 IN PRIZES TO BE WON

ABOUT PITCH NIGHT

Pitch Night is about sharing an amazing idea for a start-up (business or non-profit enterprise) or established business that has big plans to achieve serious growth.

Why is the ability to pitch well so important? As any successful business or community leader knows, it's critical to be able to motivate and inspire people - whether that be employees, clients or investors. This means being able to present a compelling vision of the future and engage your audience's emotions. You are pitching every day!

Each team will have just eight minutes to woo our business experts and five minutes Q&A to show off your brilliant idea or organisation.

JUDGES

We have a stellar line-up of commercial judges to provide feedback and score the ideas and organisations pitching.

Our judges are:

- Mayor Steve Chadwick (Head Judge)
- Graham Gaylard, Chair SODA Inc.
- Reuben Woods, founder of Woods Design Agency
- Bill Murphy, CEO Enterprise Angels
- Michelle Templar, CEO Destination Rotorua

APPLY TO PITCH

Organisations must apply to pitch and only SIX organisations will be accepted to pitch on the night. The first six organisations that are approved and pay the entry fee will fill the spots.

Entry costs are:

- Incubate Participants - \$49 + GST
- Standard Registration - \$99 + GST

Register by 30 August to get 30 min one-on-one Pitch Practice with Firestation.

PITCH CRITERIA

There is no set format or rules for pitching. The objective is to practice and improve your pitch in a relaxed and fun environment. Your only limit is your imagination.

Pitches are given scores over six key areas:

- EPIC Factor
- Solution / Unique Selling Proposition
- Business Model
- Marketability / Market Validation
- Strength and relevance of team expertise
- Overall clarity and next steps.

PITCH CLINIC

We want to make sure all pitches on the night are well prepared and make it difficult for the Judges to choose the winners of the \$10,000 prize pool of business support services.

All teams pitching on the night must attend a pitch clinic:

- Wednesday 11 October | 5.30 - 7pm

The Pitch Clinic is free for teams pitching.

PRIZES

There is \$10,000 of business support services to be shared between the Winner, Runner-up and People's Choice.

Prizes include business training, co-working, business coaching, marketing advice, legal services, branded water bottles, leadership review and HR advice.

AUDIENCE

Audience attendance is free (koha appreciated on the night) and we encourage the business community to come along and help pick the crowd favourite. Spaces are limited, RSVP early to avoid disappointment.

www.rotoruaX.nz

Pitch Night Partners



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