



PITCH BLACK COMPETITION GUIDELINES

The Pitch Black competition is an opportunity for diverse business owners to showcase their ideas in order to secure funding that will allow them to start, expand or grow their business in Nebraska. A business pitch should be clear, concise and compelling to attract potential investors. A strategic pitch is a carefully planned description of your company, that can quickly and easily be understood. Details matter – especially for our judges and investors attending the competition.

A pitch proposal might include the following: industry analysis, customer needs, marketing strategy, business model, overview of the competition, risks, implementation plan, financial projection, and financial needs.

Pitch Black guidelines to consider before applying:

1. Once selected as a finalist, you must become a member of the Midlands African Chamber.
2. This competition is for emerging business owners with startups or new businesses. Business must be formed or will be formed in the state of Nebraska.
3. At least one of the business owners must be a state of Nebraska resident or do business in the state of Nebraska. (Proof of residency required.) You are required to attend four pitch events, in person, in Nebraska.
4. Competitors must represent a business project or concept in the early stages of development or launch.
5. While this is not required, established businesses should have the proper business license or documentation (LLC, S or C corporation. etc.) filed with the state of Nebraska.
6. Start-ups are not required to have such business documentation filed at the time of the competition but will be required to notify judges of the steps in which he or she might take to start that process.
7. Must present a short summary of a strategic business plan, with the following components:
 - a. Company overview
 - b. Mission/ vision statement of the business
 - c. Employees (team, managements and owners)
 - d. Problem /solution
 - e. Market analysis/ opportunity
 - f. Products
 - g. Target customers
 - h. Competition (clearly differentiate your company from competitors).
 - i. Business model /operations (i.e., production, delivery and potential growth)
 - j. Marketing plan / strategy
 - k. Technology
 - l. Financials/ investment proposal
8. Presentation is time sensitive (must be 5 minutes maximum)
9. Candidates to follow professional dress code (company logo, polo, or shirt will be accepted)