

## **2009 Global Entrepreneurship Week Pitch Competition**

"Green to Gold Concepts to Change the World: People, Prosperity & Planet"

### **Guidelines**

Submit your idea by November 17, 2009. All competing students (individuals or teams) will present their concept in a three minute pitch on November 19, 2009. Cash prizes will be awarded!

### **What is the Global Entrepreneurship Week (GEW) Competition?**

The GEW pitch competition is designed to invite participation by a large number of students from across all schools at Drexel, including those who are not currently in the entrepreneurial curriculum. No prior business plan writing experience required.

Using a maximum of 100 words for each of the following four questions, submit your concept describing a product, a service, a policy, or a methodology, explaining:

1. how it will make the world a better place;
2. the need it is addressing;
3. how it is better than the current alternatives;  
and
4. how this could not only help sustain the planet but also sustain itself in the marketplace.

We welcome business concepts from all schools and departments at Drexel.

### **When is the deadline for submission?**

The deadline for submission is November 17, 2009 at noon. The deadline will be taken extremely seriously. Absolutely no papers will be accepted after the noon deadline.

### **How to enter the Business Concept Competitions**

### [Complete the entry form](#)

Send completed form as an email attachment to Debra Colbert-Maduforo at [Debbie@drexel.edu](mailto:Debbie@drexel.edu). A confirmation of receipt email will be sent to all competitors.

## **Participant Eligibility Requirements:**

A Green to Gold concept may be submitted by an individual or by a team, as long as the individual (if a single-person team) or the team's leader (if a team of two or more) is a current student (graduate, undergraduate, evening college, executive ed, etc.) of Drexel University, whether on co-op or in classes during the deadline periods.

The concept must be the original work of the submitting team. The submission of an idea to the GEW Pitch Competition constitutes a representation on the part of all members of the team that the business concept and submission are the original work of the team. If you have doubts about the status of your concept or business, please contact the Baiada Team for clarification before entering.

## **Judging Criteria:**

Judges for the GEW Pitch Competition will score competitors based on the following:

- How clearly is the need or problem identified;
- How articulate is the solution and how will it change the world;
- How effectively is the opportunity communicated;
- The extent to which your opportunity, as presented, is original, feasible, creative, and sustainable;
- Your ability to answer judges' questions.

The concept pitch should be convincing, articulate and credible. Tell your story with enthusiasm!