



Attention all Students!!

Attention all campuses!!

Prizes!! Fanfare!! Fame!!

DO YOU HAVE A GREAT BUSINESS IDEA?

The Macklin Center for Entrepreneurship (CFE) announces the Fall 2006 launch of the

Macklin “Quick Pitch” Business Competition

Have you thought of a service or product that the college community or the outside community needs, but that is not being met? If you have, then here is your chance to turn that idea into a reality and have some fun doing it (and, oh yeah, make a few bucks).

CFE invites students across all campuses of Montgomery College to participate in its first ever business pitch competition. Be a solo entrant or team up with fellow students in a fun and rewarding exercise to develop and present your idea to a panel of judges. Just like entrepreneurs must do ... learn the art of pitching a business concept with “punch,” specificity and a practical approach to planning and implementation!

Quick Pitch is open to students of all disciplines who are enrolled in a degree program at the college. Emphasis is placed on entrepreneurial initiative not academic relevance! Competitions will occur on each campus with a **\$250. cash prize** awarded to each campus winner.

How does the Competition work?

- Discuss your concept with fellow students, faculty and Macklin CFE staff
- Apply in writing – just a few paragraphs are needed!
- Attend an *optional* “coaching” session during a 3-4 week preparation period
- Deliver your 5-minute “pitch” to a 4-person panel of judges in a classroom on your campus
- Participate in two post-pitch advisory sessions to further develop your business concept (winners only!)

How do I formulate my Pitch?

- Turn your idea into a proposal of a few paragraphs (1-2 pages) by considering:
 - What is your product or service
 - Who is your sales target and who is your competition
 - How you are going to make a profit
 - How you are going to market and sell your product or service
 - What distinctive advantages are offered by your product or service
- Discuss your proposal with Macklin CFE staff who will talk with you about your proposal’s strengths and weaknesses
- If your proposal is accepted, you will then create your 5-minute presentation “pitch” for the competition – Macklin staff can help!
- Invite fellow students, faculty and staff to see you compete ...

Competition Schedule

	<u>Takoma Park/ Silver Spring</u>	<u>Rockville</u>	<u>Germantown</u>
<i>Proposal Submission</i>	October 6	October 13	October 20
<i>Proposal Acceptance</i>	October 13	October 20	October 27
<i>Campus Competition*</i>	October 26	November 2	November 9
<i>Where and When</i>	HK 222 4-6 pm	TEC 136 4-6 pm	SA 162 4-6 pm

**** Competition sessions open to all students, faculty and staff!***

Questions?

For more information or to apply, please contact the CFE Staff:

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Competition made possible by the generous support of the
Make It Happen Innovation Grant Initiative at Montgomery College.