



Terms & Conditions:

# The Elevator Pitch Contest

Global Entrepreneurship Week

November 16, 2009 through November 21, 2009

University of Miami

1. To Enter. To enter the contest, you may either (a) complete the contest entry form ("Entry Form") on The Launch Pad web site located at [www.thelaunchpad.org/gew](http://www.thelaunchpad.org/gew) (the "Contest Site") or (b) contact The Launch Pad at 305.284.2789 for mail-in entry information. Each Entry Form requires a brief (no more than 200 words) summary of the idea being presented. (NOTE: The summary will not be shared with the judges prior to the competition and is not intended to influence the results of the competition). Entry Forms may be submitted online at the Contest Site or by mail at the address provided herein. Each Contestant is responsible for notifying The Launch Pad of any change in the contact information (including street address, e-mail address and telephone number) contained in his/her Entry Form. Only one (1) Entry Form per Contestant will be accepted. All completed Entry Forms must be received by The Launch Pad by no later than 11:59 PM Eastern Time on November 11, 2009.
2. Eligibility. General Requirements for All Contestants.
  - a. Each contestant (a "Contestant") must be an individual or team comprised of individuals, who: (i) as of November 11, 2009 is at least 18 years old; (ii) is a University of Miami student or alumnus; (iii) has owned, and been actively engaged in the day-to-day operation of, the business identified in his/her Entry Form ("Contestant's Business") during its existence up to and including November 11, 2009; and (iv) as of November 11, 2009, (A) holds a majority ownership interest in the company; or (B) holds an ownership interest that is no less than any other holder of an ownership interest in Contestant's Business.
  - b. Information evidencing the existence of Contestant's Business must be provided to The Launch Pad upon request.

*The Launch Pad reserves the right, and each Contestant by submitting an Entry Form hereby agrees and consents to allow The Launch Pad, to review information regarding the Contestant's business, as allowed under applicable law and for the purpose of verifying eligibility.*
3. Elevator Pitch Presentation Requirements.
  - a. Only one entry per Business is permitted.



- b. The subject of the pitch must be the original work product of the Contestant. Contestants whose submissions and/or presentations are deemed to represent the intellectual property of others will be immediately disqualified, and any awards must be returned.
  - c. Contestants must give the presentation in person and on such date and at such time scheduled by The Launch Pad. No written or phone-based presentations will be accepted.
  - d. Contestants are expected to behave respectfully toward all other Contestants, sponsors, judges, volunteers, audience members and staff of The Launch Pad and University of Miami.
  - e. The Launch Pad reserves the right to refuse entry to anyone.
4. Judging Criteria. Contest judges will consider the following categories in evaluating the presentations:
- a. Presentation:
    - i. Body language and charisma of the presenting Contestant.
    - ii. Clarity of the presentation.
    - iii. Articulation of the concept.
    - iv. Enthusiasm for the concept being presented.
  - b. Market Opportunity:
    - i. Clear identification of a problem in the market or an opportunity.
    - ii. Identification of the market and industry served.
    - iii. Scalability of the concept.
    - iv. The availability of resources to develop the concept.
    - v. Identification of the target customer.
  - c. Addressing Company Issues & Concerns:
    - i. Identification of barriers to market entry.
    - ii. Defined business model with sensible milestones.
    - iii. Proper assessment of financial risk and capital requirements.
    - iv. Clear outline of "time to market."
    - v. Funding availability.
    - vi. Experience of management team.
    - vii. Proper attention to intellectual property and/or technology concerns.
  - d. Solution
    - i. Value to the target customer or consumer.
    - ii. Differentiation from existing competitors.
    - iii. Financial viability and profitability

5. Prizes and Awards.

- a. \$5,000 SEO and Web Marketing - [www.WSIClientfindyou.com](http://www.WSIClientfindyou.com)
- b. \$2,500 Product Pitch/Commercial - Audacity Recording Studio
- c. \$15,000 Legal Patent Work - Christopher & Weisberg, P.A.
- d. \$25,000 Office Supplies - OfficeMax
- e. \$20,000 in other various prizes

In the event any of the above prizes are unavailable, The Launch Pad, in its sole discretion, reserves the right to substitute those prizes with a prize or prizes of equal or greater value. All prizes are nontransferable, and no substitution or cash equivalent thereof shall be permitted, except in the sole discretion of The Launch Pad. Any taxes due on prizes awarded will be the sole responsibility of the Contestant.



6. Contestant Warranties and Consents. By completing and submitting an Entry Form, each Contestant: (a) warrants and represents that he/she has read and agrees to be bound by these Official Rules; (b) warrants and represents that he/she is eligible under these Official Rules to participate in the Contest; (c) warrants and represents that all of the information contained in the Entry Form, as well as any other information provided in response to The Launch Pad's request (if applicable), is accurate, does not violate any third party's legal rights (including without limitation, right of privacy), and otherwise does not violate applicable law; (d) consents to the use by The Launch Pad, University of Miami, and their affiliates, sponsors and partners of his/her name and/or likeness and any information provided hereunder by The Launch Pad, for promotional purposes (whether in print, online or in any other media now known or hereafter developed), without further notice or additional compensation and unless prohibited by applicable law; (e) agrees, if selected and confirmed as a winner, to be solely responsible for any and all tax consequences as a result of accepting and receiving any of the Prizes; and (f) acknowledges, understands and agrees that the Released Parties (as defined Paragraph 8 below) are not responsible for ensuring the accuracy of judges' decisions, and shall not be liable for any malfunction, inaccuracies, or errors related to the voting process or the results of the Contest. Names of Contest winners will be provided upon request following the conclusion of the Contest.
7. The Launch Pad Rights. The Launch Pad reserves the right, in its sole discretion and without liability therefor:
- a. to make all decisions concerning eligibility, which decisions shall be final and binding; and
  - b. to disqualify any Contestant, whom it determines (i) to be ineligible, (ii) to have submitted inaccurate information to The Launch Pad, including information in the Entry Form, (iii) to have been responsible for tampering with any aspect of the Contest, or (iv) to have otherwise violated the Official Rules or applicable law.
8. No Liability. By participating in the Contest, Contestant acknowledges, understands and agrees:
- a. That The Launch Pad, University of Miami, and the affiliates of each of the foregoing, and their respective officers, directors, trustees, employees, agents, students, volunteers and other authorized representatives (collectively, the "Released Parties") are not responsible for, and shall not be liable for: (i) Entry Forms or any other Contest documentation or communications, which are late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible (as applicable); (ii) telephone, electronic, hardware or software program, network, Internet, or computer damage, malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond their control, including without limitation technical malfunctions of telephone networks or lines, servers, networks, or computer systems, human error, defective computer equipment, or traffic congestion on the Internet, that may disrupt or corrupt access or communication to/from the Contest Site; (v) any injuries, losses, or damages of any kind whatsoever resulting from, or related in any manner to, participation in the Contest or the Contest Winner's possession or use of any of the Prizes; or (vi) any printing or typographical errors in any materials associated with the Contest.
  - b. That the Released Parties have no obligation to advise Contestant of an incomplete or otherwise non-compliant entry.
  - c. That the Prizes are being provided "as is" and without any express or implied warranties, including without limitation implied warranties of merchantability and fitness for a particular purpose.



- d. To release and hold harmless each of the Released Parties from any and all losses, damages, rights, claims and actions of any kind, resulting from, or related in any manner to, the Contest or a Winner's acceptance, possession, or use of any of the Prizes, including without limitation personal injury, death, property damage, and claims based on publicity rights, defamation, and invasion of privacy.
- e. Entry materials that are suspected or deemed to have been tampered with or altered will be rendered void.

**9. Contact Information:**

The Launch Pad at Toppel Career Center  
University of Miami  
1306 Stanford Drive  
Coral Gables, FL 33124-6930  
Tel. 305.284.2789  
Fax: 305.284.2816  
Email: [thelaunchpad@miami.edu](mailto:thelaunchpad@miami.edu)  
Online: [www.thelaunchpad.org](http://www.thelaunchpad.org)