

THINK BIG KANSAS CITY 2011 PITCH BIG APPLICATION PACKET

How to Enter

Thank you for your interest in applying to participate in Pitch Big, the live business plan pitch competition at Think Big Kansas City. In order to apply, you must complete and return the following attached documents. A video of yourself (the details of which are described below) and other pertinent documents are optional. Please label your work with your name(s). Submit the following in PDF or word either by email or mail:

1. Applicant Questionnaire, Business Details Questionnaire, and Intellectual Property Questionnaire
2. Executive Summary (see Contest Rules for details)
3. Publicity & Liability Release (downloaded separately)
4. Optional: Video

If you are applying as part of a team of collaborators, only one Application Packet is needed.

You must appear at Pitch Big on May 24, 2011 at the Kansas City Convention Center, Room 2103, 2:30-6:00pm.

Download the Application Packet and Contest Rules Online: www.thinkbigkansascity.com/pitchbig

Email to: pitchbig@thinkbigpartners.com
Subject: Pitch Big Application

Paper copies to: Think Big Kansas City
RE: Pitch Big
1800 Baltimore, 4th Floor
Kansas City, MO 64108

It is the applicant's responsibility to ensure that Think Big Kansas City receives the registration form and the business concept before May 17, 2011 at 5:30pm CST. Think Big Kansas City will send a confirmation e-mail once the registration form and business concept are received.

All audition tapes and application materials become property of Think Big Partners, LLC. and will not be returned. If you would like to retain a copy, please make one prior to sending in your materials. Good luck!

Optional Video Instructions:

We are looking for aspiring entrepreneurs with business ideas and inventors with new products that will change the world! We would love to see **fun, energetic** and **expressive** people that have amazing stories to share!

Formats: Acceptable formats are Quicktime File, YouTube link, Mini DV, or DVD.

Length: Videos may be no longer than five (5) minutes.

Suggestions for shooting a quality video:

1. Do not chew gum or have candy in your mouth.
2. Close the blinds, shades, etc. and turn on the lights. Make sure the room is well lit.
3. Do not sit in front of a window or lamp, as this will create a silhouette.
4. Turn off the TV, radio, air conditioning, ceiling fans or heating units as this will create a hum or buzz.
5. **Have fun!** Emotions – both happy and sad – make for a compelling tape.
6. Have someone other than yourself run the camera. Make sure it's someone with whom you feel very comfortable and who knows how to run a video camera.
7. Keep interview question shots fairly close up – upper bodies and heads only. (We don't need to see the entire living room, but would like to see faces, expressions and bodies!) This medium shot is from just below the waist to above the head. There is room for you to be animated with your hand movements, etc.

Video Content: This is your video. Show us what you've got! Use a question and answer format with the suggested questions below. Remember: we want to hear your business idea – sell us on it.

Suggested Pitch Big Audition Video Questions:

1. What's your name, where are you from, and what do you do for a living?
2. What is your business/product?
3. How much money do you need from investors and what percentage of your company/idea/product are you willing to give up (e.g., 10%, 40%, etc.)? Be specific.
4. How will the money be used?
5. Please describe your product/business.
 - What is it? Is it patented?
 - How or why does it work? (Do a demonstration if you can.)
 - What's the market for this and why?
 - How did you come up with the idea?
 - Why is your idea the next best thing?
6. How much have you invested in your business/product? What would happen if you could not get your business off the ground?
7. When did you start inventing or become an aspiring entrepreneur? What influenced this decision?
8. What does your business/product mean to you?
9. What is your ultimate goal for your business/product?
10. What has been your biggest challenge so far?
11. What do your family and/or friends think of your business/product?
12. Is there anything else about you or your business/product that you would like to share?

APPLICANT QUESTIONNAIRE

Applicant Name: _____

Business Name: _____

If applying as part of a group, the name(s) of your collaborator(s): _____

If your business is owned by a legal entity (e.g., corporation), the name of the entity and the state of its formation:

Your Street Address: _____

City/State/Zip _____

Phone #s: home: _____ cell: _____

work: _____ fax: _____

E-mail: _____

Birth date: _____ I am a legal resident of _____

Gender: M F Where did you grow up? _____

Are you currently employed? If so, what is your place of employment? (include address): _____

Immediate Supervisor: _____

School(s) Attended & Degree(s) Completed (include year(s)): _____

Please be advised that you must meet the following eligibility requirements (which may be changed at any time by Think Big Partners, LLC in its sole discretion) in order to participate in the competition:

- You must be 18 years of age (or the age of majority in the state in which you reside) or older.
- You must be a legal resident of the United States.

Why do you want to pitch your business?

List any organizations or clubs with which you're associated.

List any awards or accolades you've received.

Describe your biggest accomplishment.

Describe your most disappointing moment.

How did you hear about Pitch Big?

[END OF APPLICANT QUESTIONNAIRE]

BUSINESS DETAILS QUESTIONNAIRE

Applicant Name: _____ Business Name: _____

Please describe the business you would like to pitch.

What do you need to be successful? (Investment, services , advisory board, mentorship, etc.)

What do you intend to do with the investment funds? Where will the money go?

What is your unique selling proposition? What is your “hook,” and why is your business notable?

Please describe your market, your niche, and the demand for your business’s product or service.

What attempts have you made to build your business? Have you been successful?

If your business already exists, what is its current cash flow situation? Are your revenues covering your debts on an ongoing basis?

How many units of your product or service have you sold in the last twelve months?

What does it cost to manufacture one unit of your product or provide one unit of your service?

What price does your product or service retail for? *Note: if your product is sold as packaged units, then please indicate that with the price point.*

If applicable, what price does your product wholesale for?

Please list any Internet domain names owned by your business or through which your business operates.

Please attach additional pages if necessary.

[END OF BUSINESS DETAILS QUESTIONNAIRE]

INTELLECTUAL PROPERTY QUESTIONNAIRE

Applicant Name: _____ Business Name: _____

PLEASE ATTACH A VISUAL OF YOUR BUSINESS (E.G., PHOTO, LOGO, BROCHURE, WEBSITE).

Describe the general concept of your business, including the way it operates (please be as specific as possible; it may be useful to submit your promotional materials).

Describe the circumstances surrounding how you conceived and developed your business.

Is your business related in any way to your present or past employment? If yes, please describe the relationship and provide a copy of the applicable employment agreement (if any).

Is your business an improvement upon any current product, service and/or idea? If yes, please list the specific product(s), service(s) and/or idea(s) and how you have improved upon it/them or what differences exist between them.

Does anyone else, including any business entity, own or control any rights to or have any interest in your business? If so, explain.

Describe any third parties of which you are aware that offer products or services similar to or competitive with your business, including the differences existing between them.

Do you own or have you applied (or intend to apply for) for any patents and/or any copyright and/or trademark registrations in connection with your business?

Are you aware of any prior third party intellectual property rights (e.g., patents, trademarks, copyrights and/or trade secrets) that would impact or limit intellectual property protection for your business? If so, explain.

Are you the sole creator, inventor and author of your business idea/product and the materials you've submitted in connection with your application? If not, please list the names of any other creator(s), inventor(s), contributor(s) and/or author(s).

How have you capitalized the business to date?

What is your current ownership model (who, percentage, etc.)?

Will you be successful should someone invest in your company? Why?

Please attach additional pages if necessary.

[END OF INTELLECTUAL PROPERTY QUESTIONNAIRE]