SC Innovates 2021

Compete for $10,000+ in cash prizes!

Are you ready to dig into a promising business idea or launch a social enterprise?

Develop and pitch your innovative idea (virtually) in the 2nd Annual SC Innovates Pitch Competition.

- Up to 15 semifinalists will advance to the Virtual Finale on Wednesday, 11/10/2021.
- $10,000+ will be awarded for the best student ideas... all semifinalists guaranteed at least $100

Students must be enrolled in at least 1 credit at a SC college/university during Fall 2021 (1-3 student members per team). All entries must be for new, independent, student ventures/ideas.

- Create a short video + 5 slides to compete!
- Student Registration: Coming Soon - the registration link will be available soon

Phase 1 Submission Deadline: 10/24/2021 (11:59pm ET)

Phase 1 Submission Requirements: Pitch Deck + Pitch Video

1. **5-Slide Pitch Deck**
   - Slide 1: Title Slide -- venture name, team member names, contact info, and YouTube link
   - Slide 2: Problem
   - Slide 3: Solution
   - Slide 4: Revenue Model
   - Slide 5: Social and/or Environmental Impact (*17 Global Goals*) ([Intro to Social Entrepreneurship](#))

   Use a combination of bullet points and images to make your idea stand out ([pitch deck examples](#))

2. **90 Second Pitch Video** (technically, video must be 75 sec minimum to 105 sec maximum)

   - The pitch video is your opportunity to tell the story of your business idea and to stand out from other entries... there is no specific format for the video
   - A straightforward approach would be using a screen-sharing software (Screencastify or Zoom) to record yourself discussing the slides
   - Other approaches could involve iMovie, Powtoon, or other video editing programs, making an animated video or sketchbook, interviewing potential customers about your idea, etc.
   - **Upload your video to YouTube.** Make sure viewing permissions are NOT set to private. We suggest using the unlisted setting. **Include the YouTube link on the Title Slide.**
Judging Criteria

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<th>How well does the team articulate the <strong>problem</strong>?</th>
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<tr>
<td>10 pts</td>
<td>How well does the team articulate the <strong>solution</strong>?</td>
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<td>How well does the team articulate the <strong>revenue model</strong>?</td>
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<td>How well does the team articulate the <strong>social/environmental impact</strong>?</td>
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<td>5 pts</td>
<td>To what extent is the business idea <strong>innovative</strong> (novel, unique, unconventional)?</td>
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<td>To what extent is the business idea <strong>feasible</strong> (realistic, implementable, commercially viable)?</td>
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**Total Cash Prizes of $10,000+** (total prize amount to be announced)

- **$100 Semifinalist Awards**: Up to 15 teams will earn $100 each for advancing to the virtual finale
- **People’s Choice Award**: Audience members will vote for their top choice... bring your supporters with you!
- **Top 5 Awards**: The 1st through 5th place teams will share the majority of the prize funds

**SC Innovates 2021 | Statewide Pitch Competition**

*16 SC partner schools educating 120,000 students*

Questions? Please contact:
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