
PURPOSE

THE PITCH is a collaborative M/WBE business plan competition designed to elevate the profile of minority and women business owners in the city of Buffalo.

THE PITCH will award a total of \$50,000 to its winners to accelerate the growth of each company. Each category (Growth Companies and Main Street Businesses) will have one grand prize of \$15,000 and one runner-up prize of \$5,000. There will also be the Five Star Bank People's Choice Minority and Women Small Business Award of \$10,000. In addition to cash prizes, each winner and finalist will get the opportunity to participate in Allstate's Minority and Women Emerging Entrepreneurs Program.

Three finalists will be selected by a panel of judges based on a complete review of all submitted applications.

APPLICATION INSTRUCTIONS & ELIGIBILITY

To apply, applicants must submit their application package in fully by September 1, 2017 at 12pm EDT. Please visit thepitch.43north.org to apply to THE PITCH.

Applicants must meet the following criteria to be considered eligible:

- Be a female or minority business owner (M/WBE certification with NYS is not required to apply to THE PITCH;
- Located in Erie County of New York State;
- In business for at least one (1) full fiscal year as of September 1, 2017;
- Have at least 1 employee and a maximum of 50 full-time employees;
- Applications must be submitted on time and include complete responses;
- Organizers reserve the right to request additional information to support the application

PROCESS

- September 1, 2017, 12PM EST – Application deadline
- Mid-September – Finalists announced
- Mid-September – Bootcamp and pitch-prep at 43North
- September 28, 2017 – Oral presentations by finalists to a live judges' panel, and the selection of winners at an evening event at Buffalo Museum of Science, 1020 Humboldt Pkwy, Buffalo, NY 14211

CONTACT

- For any questions on the application or the application process, please contact:
- Lee Locklear lee@43north.org (716) 218-9593