



2023 *Pitch Tank* Business Competition Qualifications, Process, and Awards

A. Qualifications

- You must be a women-owned business (for-profit) registered in NYC.
- You must attend the **Thursday, October 12th** in-person Pitch Competition Awards Ceremony.
- You must meet the following financial requirements for your category:
 - Early-stage category: <2 years of sales, with at least \$15k in total revenues to date.
 - Established business category: 2+ years of sales, with at least \$25k in revenues in 2022.
- You must speak to initiatives as a Business-to-Consumer or Business-to-Business enterprise in the areas of marketing, operations, distribution, sales or technology.

B. Process

The deadline to submit [the online application](#) is **11:59pm ET on Monday, August 21st**. Incomplete and late submissions will not be considered. The total number of submissions considered will be capped at 300, pending further notice. For your convenience, the written questions in the application are listed below.

On Thursday, September 14th, the **twelve finalists** will be notified, and will be asked to submit a **3-minute video** about their business by **11:59pm ET on Friday, September 29th**.

Materials will be reviewed by a panel of expert judges in three rounds. Judging criteria will include:

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| • Understanding of the business and industry | • Financial health of the business |
| • Clarity of the business strategy | • Strength of plans to use the prize money |
| • Quality of execution to date | |

C. Awards

Pitch presentations of all twelve finalists will be shared at the in-person Awards Ceremony on **Thursday, October 12th at 5:30-7:30pm ET** in front of a live audience. Six prizes, funded by our event sponsors, will be awarded:

- 2 Grand Prizes of \$25,000, one to the top early-stage business and one to the top established business.
- 2 Second Prizes of \$10,000, one to the runner-up business in each category.
- 1 Community Impact Award of \$5,000 to a finalist that has made a positive impact in their community.
- 1 People's Choice Award of \$5,000 to the finalist that receives the most votes from the live audience.

Written Response Questions: In 1,000 characters (200 words) each, and without disclosing anything confidential, tell us:

- The problem/need that you are trying to solve/address and what led you to start the business
- The key elements of your business plan
- Your target customer and your go-to-market strategy
- Your competitive advantage and how you are uniquely positioned to solve this problem
- How your business responded to the pandemic and your plan for future setbacks
- Your top three competitors and how they compete with your business
- How the prize money would help you grow your business

Please direct all questions and correspondence to Accompany Capital at pitch2023@accompanycapital.org.

Confidentiality

Information disclosed in the business overview will be held in strict confidence. Presentations, however, will be given in public and should be written with that in mind. Moreover, it will be the responsibility of contestants to protect the proprietary intellectual property rights in their pitch material, and not the responsibility of Accompany Capital or NYWIB.