



in partnership with New Castle County Government

WHAT'S YOUR STORY?



PITCH SUBMISSION GUIDELINES 2019



COMMITTED TO SUPPORTING ECONOMIC DEVELOPMENT

WELCOME TO THE 7th ANNUAL SWIM WITH THE SHARKS COMPETITION!

We are thrilled to once again be partnering with the New Castle County Department of Economic Development's NCC Innovates Program to present this year's "Swim With the Sharks" pitch competition.

The increasing interest and participation in this annual competition is a testament to our growing entrepreneurial community, and the success of familiar past winners such as Mac Nagaswami of Carvertise fame (Karin Roseman with Deer Valley Danes and Amira Idris with Thera V.

Entrepreneurship is not for the faint of heart. It requires grit, dedication, sacrifice and tenacity. But those who succeed contribute vitally to our economy and it behooves us all to do what we can to help those with the ideas and determination to succeed to reach their goals and create wealth and employment within our communities.

The purpose of this event is not simply to present a check to a deserving start up, but to celebrate the entrepreneurial spirit that fosters economic growth, community engagement and employment.



ELIGIBILITY

The Swim With the Sharks Pitch Competition is open to for-profit businesses within the New Castle County Chamber of Commerce traditional service area that have been in business fewer than five (5) years. This area includes all three (3) Delaware counties, (New Castle, Kent and Sussex). Entrants MUST have a valid business license at the time of submission.

MEET LAST YEAR'S WINNER

SAS Nanotechnologies Dr. Sumedh Surwade

Dr. Sumedh Surwade's PhD research led him to the founding of SAS Nanotechnologies where he develops environmentally friendly, self-healing anti-corrosive coatings. By working within Delaware's entrepreneurial ecosystem, Dr. Surwade further honed his commercialization process, won an SBIR Phase I

grant, and was also encouraged to pitch in the EEC's annual Swim with the Sharks Pitch Competition. Winning that competition allowed him to purchase vital equipment that help him speed up testing and commercialization. Dr. Surwade is currently in partnership discussions with a number of major strategic companies.

Just a few months after his Swim with the Sharks win, Dr. Surwade was invited to pitch again at DESCA's Venture Forum where he was approached by a VC firm seeking to invest in SAS Nanotechnologies.



INSTRUCTIONS FOR SUBMISSION

All applicants must submit an application form plus a business outline of no more than five (5) pages plus a cover page (single-sided, Calibri 12 pt, single spaced) that includes the following information:

- **Executive Summary** (Mission statement company information; products & services; market and growth highlights)
- **Market Research** (Industry, target market, competitive, analysis, product/service line, market position)
- **Marketing & Sales** (Market communications & penetration strategy, channels of distribution, partners)
- **Financial Estimates** (Financial projections based on estimated market size, market penetration strategy and estimated expenditure)

Application forms and guidelines can be found online at www.EECincubator.com. Completed applications should be sent to crelle@ncccc.com.

Applicants that meet all the qualifications will be invited to present their pitch at the Emerging Enterprise Center between September 16—October 4, 2019 before a panel of judges.

JUDGING CRITERIA

Submissions will be judged by a panel of judges with a range of business expertise. Initial submissions will be judged on the following criteria, each of which will carry 20 points for a total maximum total score of 100:

- Overall impression of business outline and feasibility of business.
- Is there a clear understanding of the market need and opportunity?
- Does the outline clearly articulate a value proposition?
- Does the business have a clear go-to-market strategy?
- Does the business have a realistic revenue model and financial projections?

All eligible submissions will be invited to present a five (5) minute pitch in front of a panel of judges between September 16—October 4, 2019 in front of a panel of judges. Judges will have the opportunity to ask questions. Three finalists will be selected based on a combined score of the written and oral presentations.

The three finalists will be invited to present a three (3) minute pitch before on audience and a panel during the Annual EEC Luncheon to be held on Friday, November 1, 2019 at the Harry's Savoy Grill in Wilmington, DE. The winner will be selected based on a combined judge/audience vote.

The Emerging Enterprise Center reserves the right to verify all eligibility requirements and will, at its sole discretion, disqualify any entry it deems to be offensive or otherwise inappropriate, or not in keeping with the Emerging Enterprise Center's image, or that is otherwise not in compliance with the terms of these competition rules.

IMPORTANT DATES

April 30, 2019—Competition opens

September 12, 2019—Deadline for submissions (5:00 pm)

September 16-October 4, 2019—Eligible submissions invited to present before panel

October 4, 2019—Three finalists announced

November 1, 2019—Finalists pitch before panel and audience; winner announced

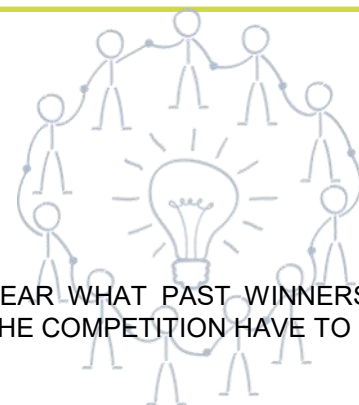
PRIZE PACKAGE

GRAND PRIZE

- \$10,000 Cash Prize
- Six (6) month membership in EEC Virtual Incubator Program (\$1,800 value)
- One (1) year New Castle County Chamber of Commerce Membership (\$350 value)
- New Castle County Chamber of Commerce Premium Marketing Package (\$1,400 value)

FINALISTS

- One (1) year New Castle County Chamber of Commerce Membership (\$350 value)



HEAR WHAT PAST WINNERS OF THE COMPETITION HAVE TO SAY!



2017 WINNER: Green Grazer Goats

We are so blessed to have won the Swim With The Sharks competition! A special thank you to the EEC and the NCC Chamber of Commerce. We are excited to see what the future holds in store for our business! – Kalyn Butt, Green Grazer Goats



2016 WINNER: TheraV

"Winning this competition provided us with funds and services we desperately needed to launch and promote our business. I would encourage all small eligible businesses to apply to the next competition to get the exposure you need." - Amira Idris, TheraV (formerly Vibrating Therapeutic Apparel), seen above with 2017 finalist Trevor Brown of DeAct Medical Solutions.

THANK YOU

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THE EMERGING ENTERPRISE CENTER IS AND THE NEW CASTLE COUNTY CHAMBER OF COMMERCE ARE COMMITTED TO SUPPORTING SUSTAINABLE ECONOMIC GROWTH IN DELAWARE.

We offer ongoing programs and platforms to companies of all sizes and in all industries to help them meet their strategic business and community engagement goals.



APPLICANT INFORMATION	
Contact Name:	
Telephone:	
E-Mail:	
COMPANY INFORMATION	
Company Name:	
Trade Name:	
Business License No:	
Principal Officer & Title:	
Telephone:	
E-Mail:	
Website:	
Address:	
City & Zip Code	
County:	
Company Type (<i>eg corporation, LLC, sole proprietorship, etc</i>):	
What product/service does your company provide?	
Current number of employees (<i>including principal officer</i>):	Full-time: Part-time:
How many employees to you ex-	In the next 12 months: In the next 3-5 years:

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