



Serving Southwest Texas, Oklahoma & New Mexico

## SMSDC's 2022 MBE Idol

### WHAT IS THE SMSDC'S MBE IDOL?

The SMSDC's MBE Idol Competition is an exclusive opportunity for certified MBEs and MBEs with valid Subscription Services to elevate their business pitch and provides a FREE direct marketing opportunity to promote your business. This multi-faceted program supports our minority-owned businesses through resources, coaching, promotion and exposure, and the opportunity to pitch and pursue business opportunities with our National Corporate Members. The program culminates with a live pitch competition and the award of an exclusive one-on-one meeting with a senior-level executive from one of our Fortune 500 Corporations, among other premiums.

### WHY PARTICIPATE?

Great business success without a strategy is impossible in business...unless you are super lucky. The pitch is one of a business owner's most critical strategies. Take your business pitch to the next level through an invaluable critique and receive personalized coaching from our panel of judges, which consists of our Local and National Corporate Members. Many of whom are Supplier Diversity Purchasing and Procurement experts. As you continue to advance to the next level of the competition, your pitch is put into practice by the incorporation of the suggested strategies received from the competition. Remember, at each competition, you are building increased exposure and awareness of your business, which may ultimately result in contract opportunities with SMSDC's Local and National Corporate Members. Invest in your business and help fuel future growth.

### COMPETITION FORMAT

- **Application Period:** Opens Thursday, February 24<sup>th</sup> at the SMSDC's Virtual Annual Stakeholder's Meeting – and ends NOON Thursday, May 5<sup>th</sup>. Your certification must be valid throughout the competition, and you must be able to participate in all run-throughs and the actual event.
  - Certified MBE's will submit a 5-minute PowerPoint presentation with the completed application for consideration. Any entries received AFTER May 5<sup>th</sup> will not be considered.
  - (6) Preliminary finalists will be selected and notified via email to present live on Zoom and participate in Q&A with the judges at Round One.

CERTIFY. DEVELOP. CONNECT. ADVOCATE.

SMSDC is affiliated with the National Minority Supplier Development Council  
Austin (512) 386-8766 | San Antonio (512) 659-2160 | El Paso (915)433-0612 | Oklahoma City (405) 767-9900



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## COMPETITION FORMAT

- **Preliminaries – Round One:** Thursday, May 12<sup>th</sup> | (TIME CST TBD)
  - (4) Semi-Finalists as selected by a panel of judges will advance to the Semi-Final round, to present live on Zoom and participate in Q&A with the judges, at the SMSDC’s virtual Premier Face Time EXPO, proudly sponsored by Toyota. This is the SMSDC’s largest virtual event and is attended by major corporations, corporate member buyers, and other buying entities.
- **Semi-Finals - Round Two:** Premier Face Time EXPO | Thursday, June 16 | (TIME CST TBD)
  - (3) Semi-Finalists as selected by a panel of judges will advance to the Final Round, to present live on Zoom and participate in Q&A with the judges, at the SMSDC’s virtual Diversity at the Border event, proudly sponsored by OG&E.
- **Final Round:** Diversity at the Border | Thursday, September 22 | (TIME CST TBD)
  - (3) Finalists will present a ten-minute pitch live on Zoom & participate in a Q&A with the judges. The MBE with the winning pitch and presentation, as selected by a panel of judges will be awarded SMSDC’s MBE Idol 2022.

## MARK YOUR CALENDAR!

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**Preliminaries – Round One:** Thursday, May 12<sup>th</sup> | (TIME CST TBD)

**Semi-Finals - Round Two:** Premier Face Time EXPO | Thursday, June 16 | (TIME CST TBD)

**Finals - Final Round:** Diversity at the Border | Thursday, September 22 | (TIME CST TBD)

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