



2021

*Shirley Marx*

PITCH COMPETITION SERIES



## 2021 Shirley Marx Competition Pitch Series | Phases

### STEP 1

#### WHAT YOU DO:

Complete a free online application where you will provide your contact details & upload your WBE certification.

#### WHAT YOU GET:

An invitation with a link to attend a virtual workshop (required) facilitated by Carol S. Bray, Senior Manager and GI Account Executive of Abbvie, where you will learn the fundamentals of a great sales pitch and tips & tricks for pitching virtually.

### STEP 2

#### WHAT YOU DO:

Attend an hour and a half pitch workshop (required) facilitated by Carol S. Bray, Senior Manager and GI Account Executive of Abbvie.

#### WHAT YOU GET:

The pitch workshop is an opportunity to:

- Learn the fundamentals of a great sales pitch,
- Obtain tips & tricks for pitching virtually,
- Receive constructive feedback,
- Practice, build confidence, and have fun!

### STEP 3 | ROUND 1

#### WHAT YOU DO:

You will create a 90-second pitch video of your company. You'll submit your 90-second video via an online platform, to be reviewed and scored by the public.

#### Videos Requirements

- Video title must adhere to the competition's naming convention: company name, WBE name (example: Acme Inc, Jane Smith).
- Max length is 90-seconds. Videos that are longer than 90 seconds will be disqualified.
- The video format required is an MP4 file.

#### WHAT YOU GET:

- Top 10 Semi-finalists will move to Round 2, the semi-final round.
- Semi-finalists will be announced to the WBDC network.
- Semi-finalists will be paired with a corporate partner and receive a 1-on-1 coaching session where you will receive constructive feedback and suggestions on how to hone your pitch.
- Semi-finalists will refine and submit a 3-minute pitch video for the semi-final Round (required).

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### STEP 4 | ROUND 2

#### WHAT YOU DO:

You will create a 3-minute pitch video of your company. You'll submit your 3-minute video, along with your company logo, your headshot, and professional bio via an online platform to be reviewed and scored by a panel of 4 corporate partner judges.

#### Videos & File Requirements

- Video title must adhere to the competition's naming convention: company name, WBE name (example: Acme Inc, Jane Smith).
- Max length is 3 minutes. Videos that are longer than 3 minutes will be disqualified.
- Video format required is MP4 file.
- Logo size/format required is .png, .jpg, .gif (file size should be no less than 200 dpi)
- Headshot size/format required is .png, .jpg, .gif (color strongly preferred, resolution should be no less than 200 dpi).
- Professional bio format required is .png, .jpg, .gif, .svg, .psd, and .tiff doc and .docx, .xls, .xlsx, and .csv, .txt, pdf.

#### WHAT YOU GET:

- Top 5 finalists will move to Round 3, the Shirley Marx Pitch Competition Finale.
- Finalists will be announced to the WBDC network.
- Finalists will be paired with their original corporate partner and receive an additional 1-on-1 coaching session where you will receive constructive feedback on how you can further refine your pitch video.
- Finalists will have the opportunity to refine and submit a new 3-minute pitch video for the finale (optional).

### STEP 5 | ROUND 3

#### WHAT YOU DO:

- You have the option to create and submit a new 3-minute pitch video of your company.
- If you choose to submit a new video, you will submit your new 3-minute video via an online platform to be reviewed and scored by a panel of 4 corporate partner judges.
- If you choose not to submit a new 3-minute video, your video from the semi-final Round (Round 2) will be used, reviewed, and scored by a panel of 4 corporate partner judges.

#### Videos & File Requirements

- Video title must adhere to the competition's naming convention: company name, WBE name (example: Acme Inc, Jane Smith).
- Max length is 3 minutes. Videos that are longer than 3 minutes will be disqualified.
- Video format required is an MP4 file.

#### WHAT YOU GET:

- Finalists will compete in Round 3, the Final Round.

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### STEP 6 | WBDC MIDWEST ANNUAL CONFERENCE

#### WHAT YOU DO:

- Attend the WBDC-Midwest Annual Conference, virtual edition, on September 14, 2021

#### WHAT YOU GET:

- Top 5 finalist videos will be featured at the WBDC-Midwest Annual Conference.
- 1st and 2nd Place winners will be announced at the WBDC Annual Conference & shared with our WBDC network.
- The 1st place winner will receive a cash prize, to be determined.
- The 2nd place winner will receive a cash prize.

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