



# 7<sup>th</sup> Annual Seed Your Startup Pitch Competition

April 5<sup>th</sup>, 2018 at 1:00 PM - Propel, Western Student Services, Room 2130

## Participants and Eligibility:

All current students from Western University (including affiliated colleges) and Fanshawe College are invited to submit an idea or their early stage business.

If selected to move forward you must be able to attend the following:

- SYS Interviews on Thursday, March 15.
- The 'Polishing the Pitch' workshop on Tuesday, March 20 from 5:00 to 7:00 PM.
- The 'Final Competition' on April 5 from 1:00 to 4:00 PM to pitch for the panel of judges. At the Final Competition you will give an 8-minute pitch, followed by 7 minutes of questions from the judges.

The 'Seed Your Startup' winner will be selected based on the quality of their startup, delivery of pitch and our ability to help move the business forward.

Applications for proposed London-based ventures are encouraged. Operating in London will allow you to capitalize on our network of resources, gain media exposure and receive mentorship and educational guidance.

## Awards:

Finalists will have the opportunity to present their idea to a panel of judges, receive feedback from experts, and network with other entrepreneurs with complementary skill sets.

There are 2 cash prizes of \$3,000 at the competition, and 3 finalists will be selected for each category based on the specifics below. The selection committee will make the ultimate decision for which category to consider the startup (if it is unclear). Each startup is eligible for only *one* category.

1. Retail/Product (non-software startups only)
2. Service/Technology (restricted to software-based startups only)

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