

# 2011 NEXT LEVEL BUSINESS SYMPOSIUM SERIES



## GOING FORWARD: BUSINESS UNUSUAL OUTRAGEOUS MARKETING “PITCH-OFF” COMPETITION

**June 23, 2011**  
OUTRAGEOUS MARKETING SYMPOSIUM

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*www.upscalebymosaic.com*



# OUTRAGEOUS MARKETING “PITCH-OFF” COMPETITION

The Mosaic Group recognizes that every great company starts with a vision and a great team. With the Outrageous Marketing “Pitch Off”, Elevator Pitch Competition, you can test your idea with a 90-second pitch to a diverse audience and panel of judges and win up to \$10,000 in marketing services and prizes.

The Outrageous Marketing “Pitch Off” is a high-energy, lively contest that **judges the ideas which have potential to generate business, measure clarity of business ideas and its execution plan.** The event presents an opportunity to be original, innovative and helps showcase zeal, passion and commitment

This 90-second period represents the time you'd have to share a long elevator ride with that potential investor. This is a great opportunity to get your idea in front of investors, foundations, and purchasing executives; gather valuable feedback; potentially meet new teammates or advisors; and possibly win some prizes!

## COMPETITION RULES

1. **Only video entries will be accepted at <http://www.youtube.com/user/TheMosaicGroup> or The Mosaic Group's Facebook Fan Page at <http://www.facebook.com/themosaicgroup> until Friday June 17th 5:00pm Eastern Time.**
2. The following formats are acceptable: .MPG, .WMV and .MOV. If your video is among the five finalists, you will also be required to submit a copy of your video on DVD.
3. All video submissions become the sole property of The Mosaic Group and may be used in any manner, commercial or otherwise, at the discretion of The Mosaic Group's CEO and/or Associates.
4. Online video submissions must meet the following specifications: No video can be more than ninety (90) seconds in length and no larger than 50 MB. You must understand and agree your video submission may receive exposure on the internet or in any other media avenues The Mosaic Group deems acceptable and will be subjected to comments and popularity ratings from the general public. The Mosaic Group and its entities are not responsible in any manner for any critical or derogatory remarks posted by the public pertaining to your video.
5. Your idea can be in any industry, but it **must** be scalable. In other words, your market must have the potential to grow.
6. Presentation time is strictly limited to 90 seconds; those who do not finish within the allowed time will be cut off. Each presenter will then receive one to two minutes of feedback from the judges.
7. No audio/visual support is permitted. Remember, in an elevator it's just you and the person you have to connect with.
8. No more than two people may make a presentation (although it is strongly advised that only one person present).

## COMPETITION PROCEDURES

### *1<sup>st</sup> Round :15 seconds - Executive Summary Contest*

The Executive Summary Contest is a warm-up round for the Outrageous Marketing “Pitch Off”. Each contestant/team will have 15 seconds to give a brief introduction or overview of their business idea. The contestant/team will be judged and scored at the conclusion of their 15 second pitch. Once all contestants/teams have made their pitch, the two contestants with the lowest scores will be eliminated and the remaining three will move to Round 2.

### *2<sup>nd</sup> Round :90 seconds - Business Plan Contest*

In the Business Plan Competition contestants/teams will be presenting a more detailed version of their business idea in not more than 90 seconds in front of a panel of distinguished judges. Contestants/teams will be judged and scored at the conclusion of their 90 second pitch. Once all contestants have made their pitch, the winners will be selected for the 1<sup>st</sup> place and runner up prizes.

## JUDGING CRITERIA

1. Presentation quality (enthusiasm, organization, preparation)
2. Explanation of business concept (ability to effectively communicate)
3. Market/commercial opportunity, (how the proposal solves a problem, advantages, etc.)

## WHO SHOULD ENTER

- Current/Aspiring Entrepreneurs
- Students
- Business Owners
- Non-Profit Organization

## \$10,000 BUSINESS START-UP PRIZE PACKAGE

- Corporate Identity Package (Logo & Stationary Design, 1,000 Business Cards) provided by **FlyerSmith**
- Basic Website Design provided by **GPS Public Relations & Website Design**
- 1 year of Web Hosting provided by **MosaicWired.com**
- 1 Year of Email Marketing (up to 1,000 email addresses) provided by **MosaicWired.com**
- 3 hours of Legal Services provided by Oren Tasini, Esq.
- :60 second video promotion/commercial provided by **Frank's Video Production**
- 3 hours studio session for Audio Commercial Development provided by **Studio 202**
- 3 months of Social Media Management (includes 1 press release) provided by **The Mosaic Group**
- Product/Service Launch Event provided by **The Mosaic Group**