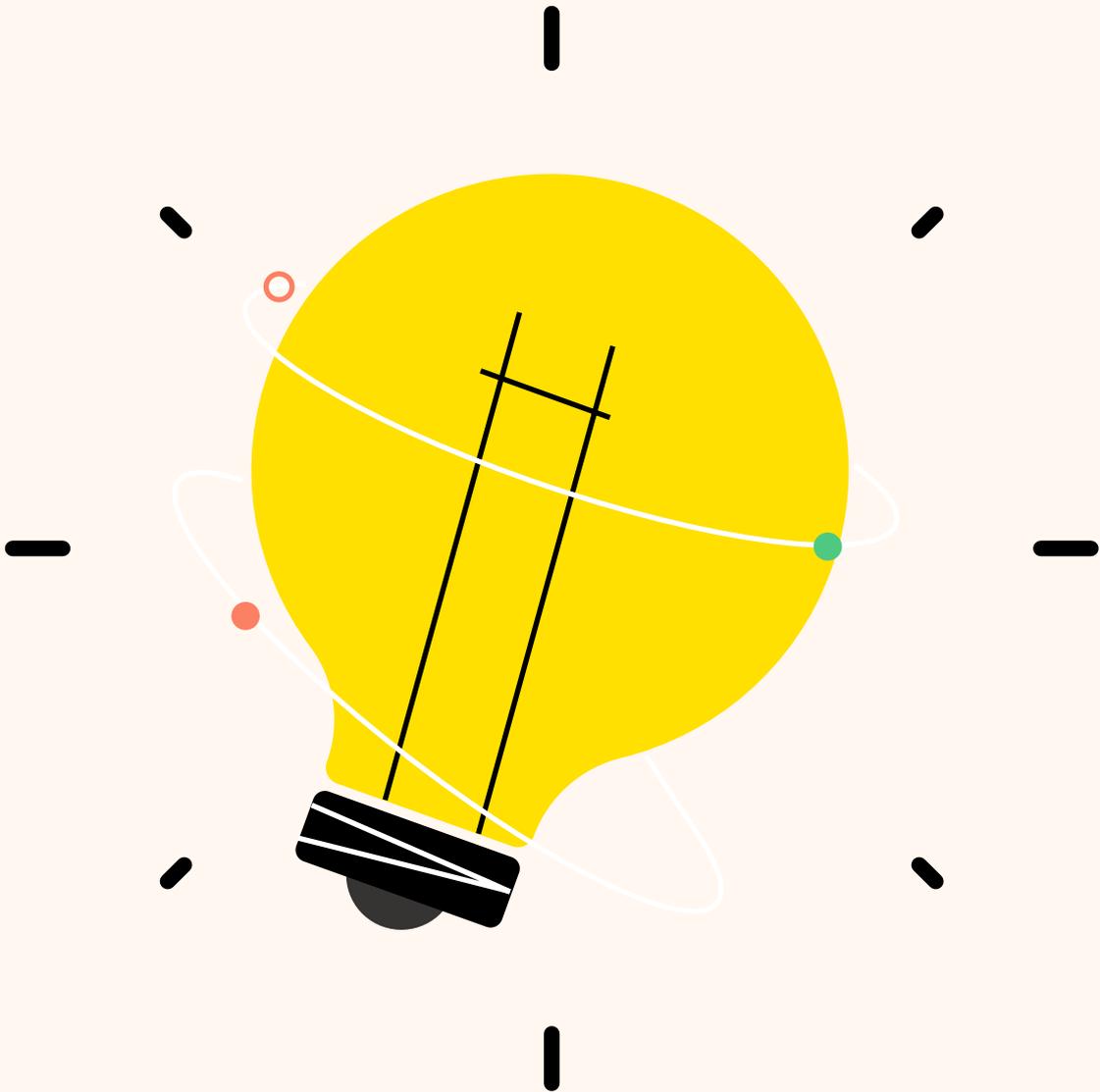


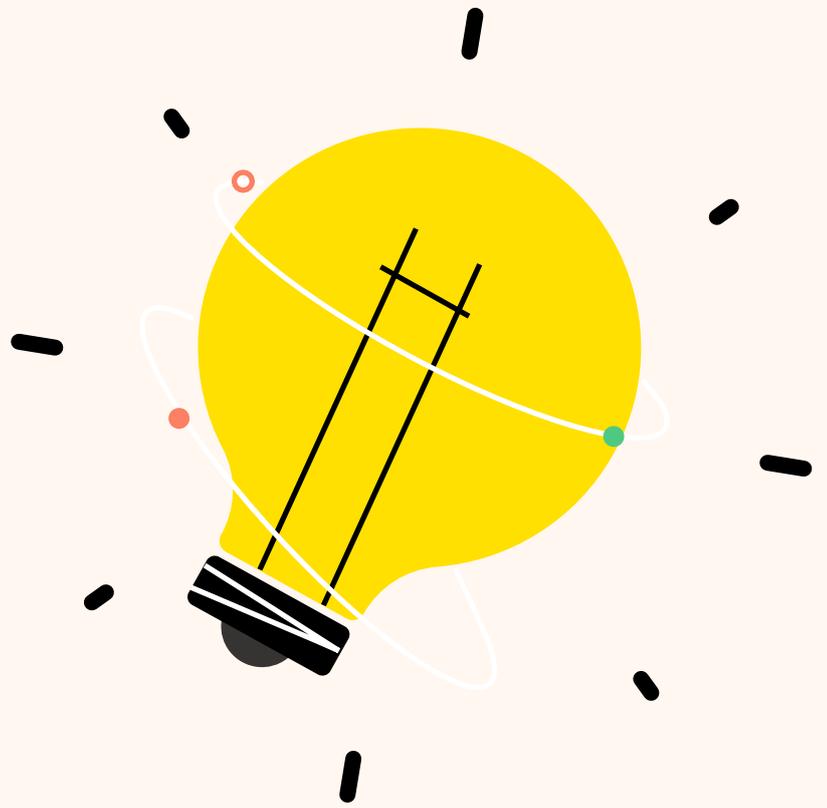


—
Faculty of Business
and Economics

UniMelb StartUp Pitch Competition

2022 Handbook





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UniMelb StartUp Pitch Competition 2022

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PROGRAM OVERVIEW

The annual [UniMelb Startup Pitch Competition](#) aims to activate and facilitate student entrepreneurship at the University of Melbourne.

The competition is perfect for students interested in entrepreneurship who want to meet like-minded students, learn about the entrepreneurship ecosystem and work on their ideation and product market fit. No prior experience is required. Participating teams will have to pass through one vetting round to make it to the finals.

Participants will gain access to exclusive preparatory workshops and mentoring sessions facilitated by entrepreneurship experts, as well as feedback to help refine their ideas.

The competition culminates with finalist teams presenting to a panel of judges (venture capitalists, angel investors and/or entrepreneurs) for a chance to win prizes*.

*For full details please refer to fbe.unimelb.edu.au/bcom/career/expertise/startup.

The UniMelb Startup Pitch Competition will be delivered online in 2022 with some optional in-person activities.

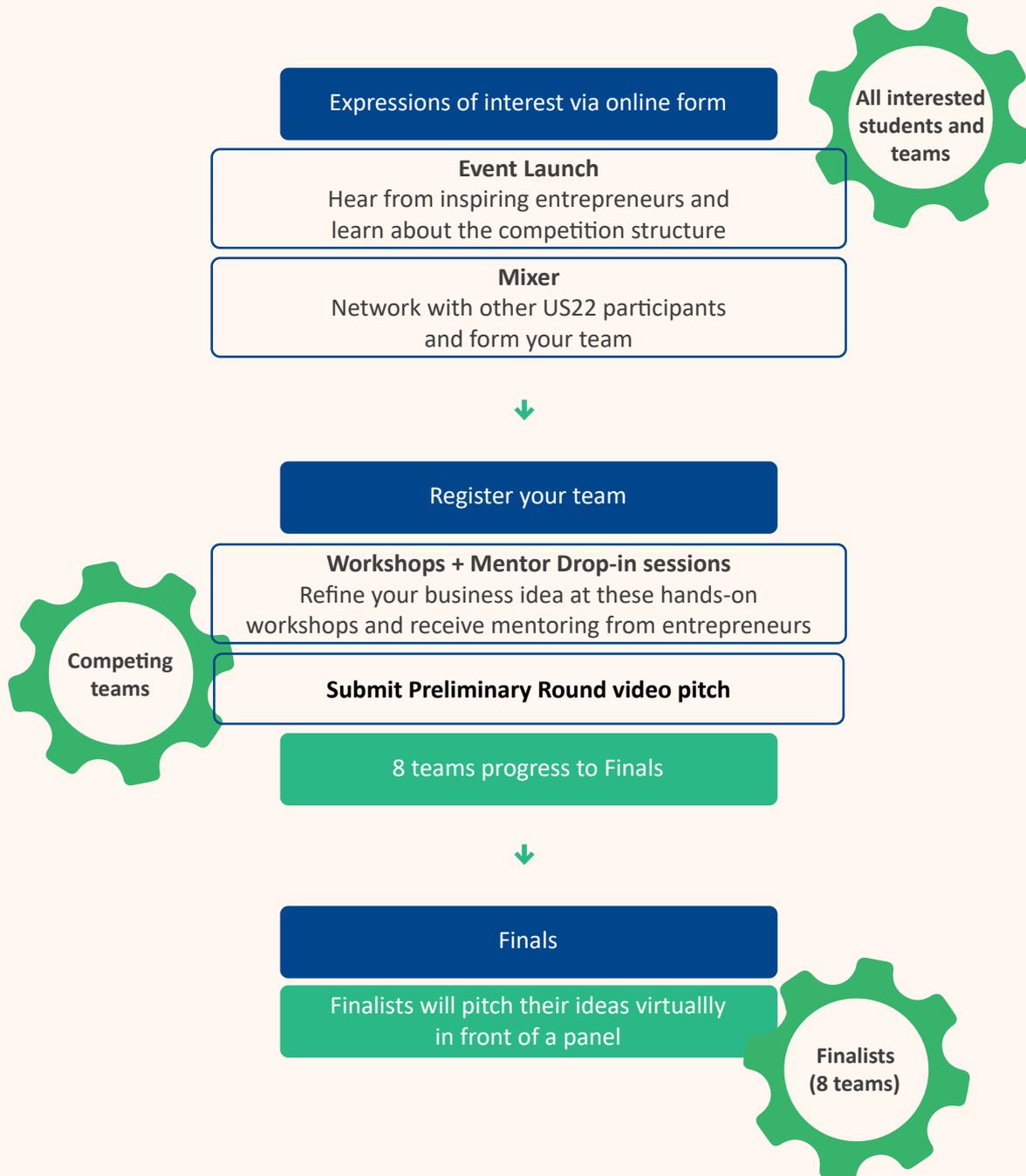




UniMelb StartUp Pitch Competition 2022

COMPETITION HANDBOOK | 2

COMPETITION STRUCTURE





UniMelb StartUp Pitch Competition 2022

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APPLICATION PROCESS

Teams and individuals express their interest in participating in the competition via the [UniMelb StartUp Pitch Competition website's](#) online form. Selected students be invited to attend the Event Launch. Individuals are expected to have formed a team before participating in the workshops.

Teams will be provided access to mentors to refine their startup idea. At the end of this stage, participants must be ready to submit a video pitch for their startup idea. The submitted video pitch will be assessed by a panel of judges who will shortlist the top 8 teams to progress to the competition finals.

KEY DATES

Activity	Date
Registrations Open	Monday 14 February - Sunday 13 March
US22 Event Launch	Thursday 17 March
Mixer Event - In-person	Tuesday 22 March
Mixer Event - Virtual	Friday 25 March
Workshop 1	Tuesday 29 March
Mentor Drop-In Session 1	Thursday 31 March
Workshop 2	Tuesday 5 April
Mentor Drop-In Session 2	Thursday 7 April
Workshop 3	Tuesday 12 April
Workshop 4	Thursday 14 April
Final Mentor Drop-In Session	Thursday 21 April
Preliminary Video Pitch Deadline	Monday 25 April
Finalists announced	Monday 2 May
Finalists' Mentoring Session	Tuesday 3 May - Tuesday 10 May (by appointment)
Final Round Presentation Slides Due	Wednesday 11 May
Final Round	Friday 13 May

Session times and Zoom Links to activities will be provided in Canvas LMS.



UniMelb StartUp Pitch Competition 2022

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PRIZES

The top three teams will receive a share in an **\$11,500 AUD** cash prize pool, courtesy of [Telstra](#) and [Fortress](#).

1st place:

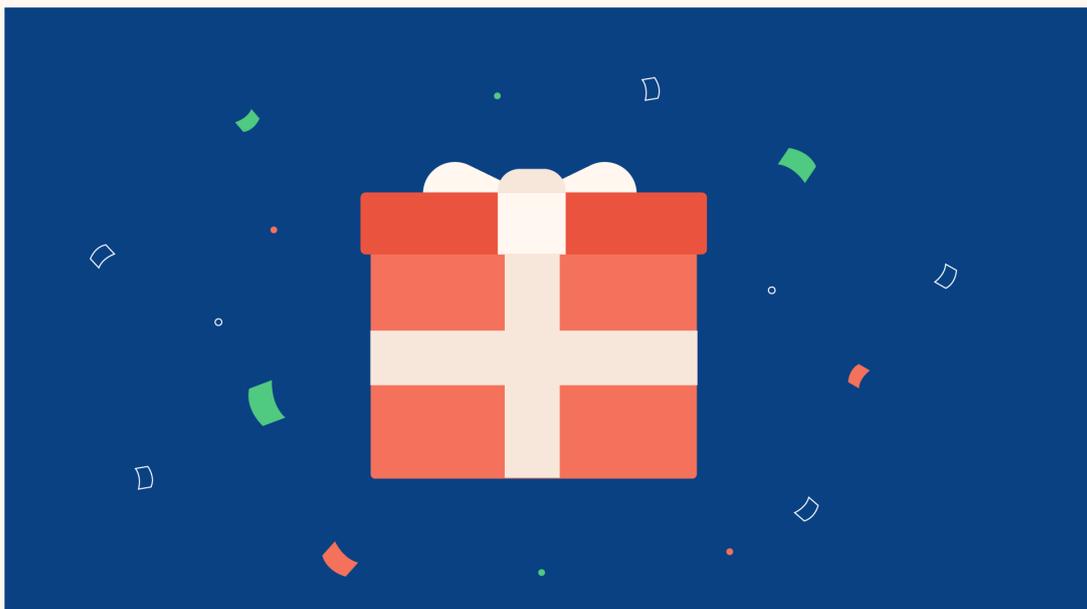
- \$5,750 cash to be split equally amongst team members;
- Fortress Melbourne Merch Pack (AW headsets); and
- Up to 2 founder places in [MAP's](#) Velocity Program (valued at \$500 each); OR 1 month of hot desking at Melbourne Connect, supported by 4 x 30-minute coaching slots from the MAP Program Manager/MAP Founder.

2nd place:

- \$3,500 cash to be split equally amongst team members;
- Fortress Melbourne Merch Pack (Fortress hoodies and tote bags); and
- 1 year [MasterClass](#) membership per team member.

3rd place:

- \$2,250 cash to be split equally amongst team members;
- Fortress Melbourne Merch Pack (Fortress t-shirts, tote bags, and collectable pins); and
- 1 University of Melbourne branded hoodie per team member.





UniMelb StartUp Pitch Competition 2022

COMPETITION HANDBOOK | 5

RULES AND REGULATIONS

The following rules and regulations apply to all participants of the 2022 UniMelb StartUp Pitch Competition. Team members are expected to familiarise themselves and abide by these rules outlined in this document throughout the competition. Violation of any of these rules may result in disqualification of a team or team member.

ELIGIBILITY

1. All current University of Melbourne students are eligible to enter, except for MBA (including dual degrees), Executive MBA, Senior Executive MBA and Master of Entrepreneurship students.
2. Team size must be between two and six members.
3. Teams must not submit an idea that is operating as a going concern by the members (this includes operating under a business incubator or accelerator), at the time of registration.
4. Where the proposed business model is the same as, or sufficiently similar to, an existing business model, acknowledgement and full disclosure must be made, with justification for differentiation. Teams should complete a thorough competitor analysis before entering.
5. Selection criteria includes consideration of team disciplinary mix. It is strongly advised that teams include members from multiple faculties, disciplines, or skill sets.

PITCHING FORMAT

Preliminary Round

Teams will have 4 minutes to pitch their idea through a video recording. Teams can choose any method of presenting as long as it communicates the pitch requirements well. For example, teams can record a to-camera pitch or an animated slide-deck with voice-over. The preliminary round is a closed round, i.e. submitted pitch videos will not be published for general public viewing. Preliminary Round video recordings must be submitted by 12pm (AEST), Monday 25 April.

Final Round

Teams have 4 minutes to present live, followed by up to 5 minutes of comments, questions, and feedback from the judges. Finalists need to submit their slides to the Experiential Learning Team by 12pm (AEST) Wednesday 11 May. Information on how to submit team videos and slides will be given during the Event Launch. The Final Round event is open to the public.



UniMelb StartUp Pitch Competition 2022

COMPETITION HANDBOOK | 6

TERMS AND CONDITIONS

As a student, you own any intellectual property you create relating to your studies unless intellectual property ownership is governed by a third-party agreement or 'specified agreement'. Participating in this competition does not constitute entering into a third-party agreement or working in a project that is the subject of 'specified agreements' as outlined in the [University's Intellectual Property Policy](#).

In addition to complying with the eligibility criteria as outlined above, by participating in this competition you agree to the following terms:

1. Your idea will be voiced and shared to an audience that is both internal and external to the University;
2. All competition stakeholders and spectators are not obligated to and will not partake in the signing of non-disclosure agreement/s;
3. You are responsible for managing team member expectations relating to intellectual property;
4. You agree to completing the [Media Release Form](#); and
5. Competition coordinators and the University of Melbourne will not intervene in grievances pertaining to intellectual property as a result of your participation in the 2022 UniMelb StartUp Pitch Competition.





JUDGING AND EVALUATION

JUDGES

Judges appointed for this competition will be professionals from various business backgrounds including experienced investors (angels, venture capitalists and investment bankers), experienced entrepreneurs and senior business people and service professionals who interact with early stage companies.

JUDGING CRITERIA

The judges consider specific criteria when evaluating concept papers and business plans; however, winning teams are often those in which the judges would most likely invest. This decision is influenced by several factors. Specifically, judges will be asked to evaluate each team on the following:

1. **Problem:** Has the team clearly articulated a significant pain point or problem?
2. **Customer:** Has the team identified a clear target market and strong customer need to solve the problem?
3. **Solution:** How well does the proposed solution solve the problem? How well has the team articulated their unique value proposition?
4. **Business Model:** Has the team identified who will pay for the solution and outlined a functional business model?
5. **Team:** Has the team demonstrated why they are the right people to solve this problem?
6. **Pitch Delivery:** Did the team clearly and concisely communicate their pitch with logical flow?

Consideration will be given to the commercial merit of the proposed new venture and an estimation of the team's ability to succeed rather than the entertainment value of the presentation. We strongly encourage team diversity, especially with regards to academic background, gender and skill sets.



GENERAL ADVICE

PITCH OUTLINE

1. Explain exactly what the business is and how it works. Why does it exist? Be brief and provide a hook to intrigue your audience, so people want to know more.
2. What problem does the product/service solve? Who has this problem/or who is attracted to the value proposition and how many (estimate of market size)? Consider using a story to illustrate the problem, so people relate to it.
3. How does your product/service solve the 'problem'. Or, how does it bring people together in a meaningful way?
4. What is the value proposition and why is it compelling? Why would people need this product?
5. Monetization strategy: Explain the revenue model. How does it make money?
6. Briefly describe your route to market strategy and disclose any work you have done to test/prototype your product or solution.

TIPS

- Practise your pitch well before you compete in each stage. The quality of your pitch may impact understanding, which may in turn impact your chances of winning.
- Formulate intelligent answers to potential questions you think you might be asked.
- Focus on making your pitch easy to understand. This is often easier said than done. You understand your start-up idea better than anyone else, but to others the idea is foreign and potentially difficult to understand.
- Pay attention to your enthusiasm, expression, voice, tempo, tone, persuasiveness, content, use of audio-visual support and professional appearance. We recommend all members in your team present part of the pitch at the Finals as it is generally better perceived by the judging panel.
- Research how to use PowerPoint correctly (how to structure slide content, what to include, etc). If the audience are reading your slide, then they may not be listening to you.
- Try to pitch the benefits; don't only focus on the features.
- Think big (but be realistic). Investors are looking to make big returns, since it's always easier to put money in than to get it back out.
- Consider ditching the cue cards you were planning to read off. Don't read your pitch from the slides or from a piece of paper. Learn it off by heart.



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CONTACT

The 2022 UniMelb StartUp Pitch Competition is brought to you by the Faculty of Business & Economics and proudly supported by Melbourne Business School.

- FACULTY OF BUSINESS & ECONOMICS | fbe.unimelb.edu.au
- MELBOURNE BUSINESS SCHOOL | mbs.unimelb.edu.au

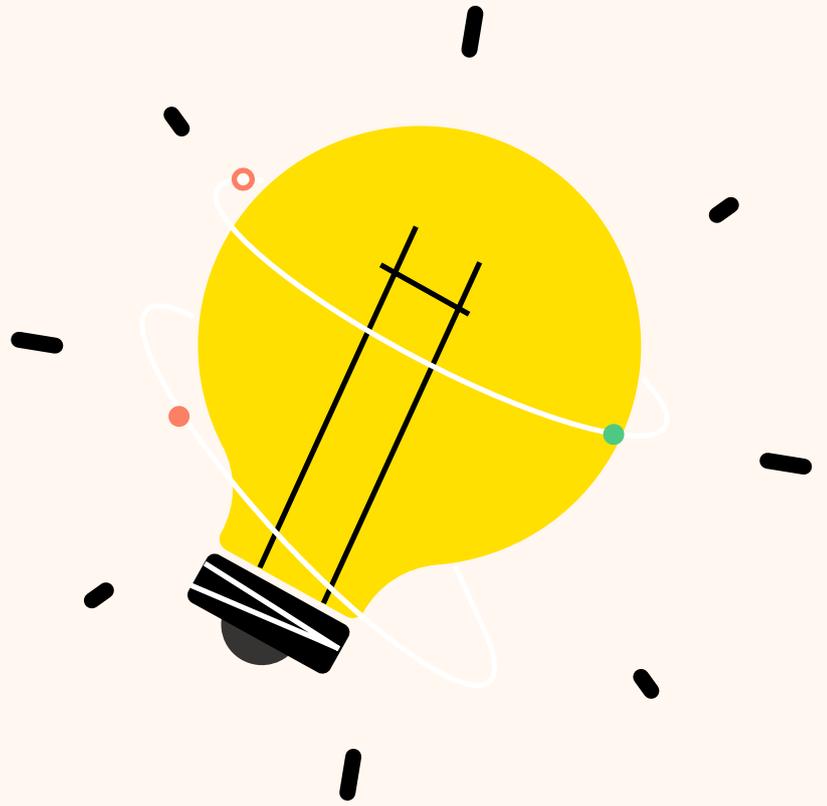
For details of our sponsors, visit fbe.unimelb.edu.au/bcom/career/expertise/startup

If you have any questions about this program please contact:

Experiential Learning Team
Faculty of Business and Economics

E: unimelb-startup@unimelb.edu.au

W: fbe.unimelb.edu.au/bcom/career/expertise/startup



GET STARTED!

REGISTER [HERE](#) BY SUNDAY 13 MARCH

FINALS | FRIDAY 13 MAY