



THE UNIVERSITY OF
MELBOURNE

Faculty of
Business and
Economics

Competition Handbook



2024 UniMelb StartUp Pitch Competition



CLOUDTECH GROUP

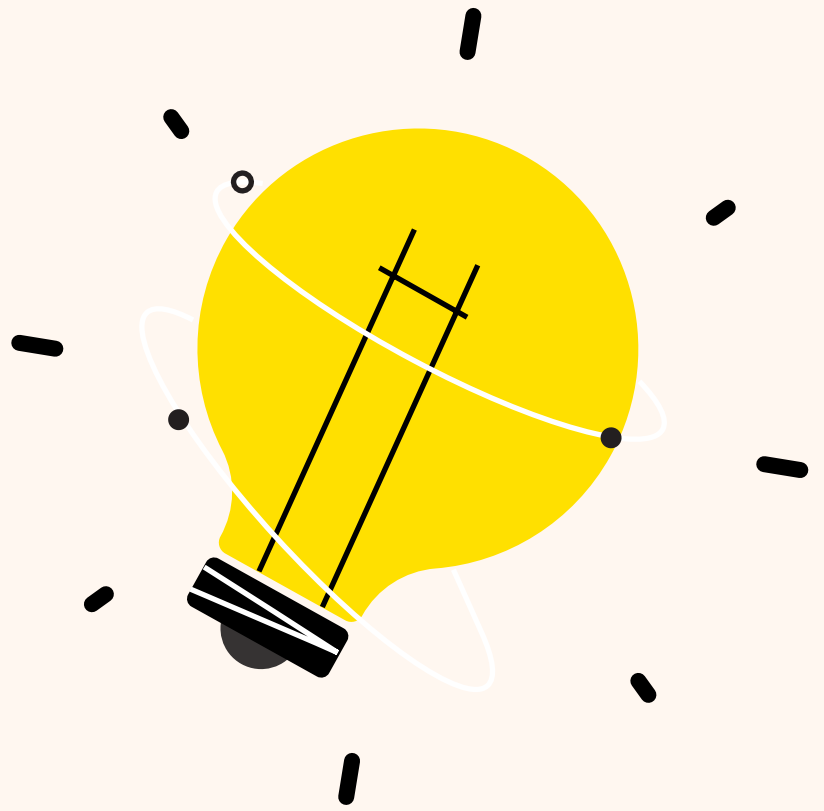


MELBOURNE
ACCELERATOR
PROGRAM

Tram
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at Melbourne

Melbourne
InnovatEd





CONTENTS

PROGRAM OVERVIEW | 1

COMPETITION STRUCTURE | 2

PRIZES | 3

RULES AND REGULATIONS | 4

JUDGING AND EVALUATION | 6

GENERAL ADVICE | 7

CONTACT | 8



UniMelb StartUp Pitch Competition 2024

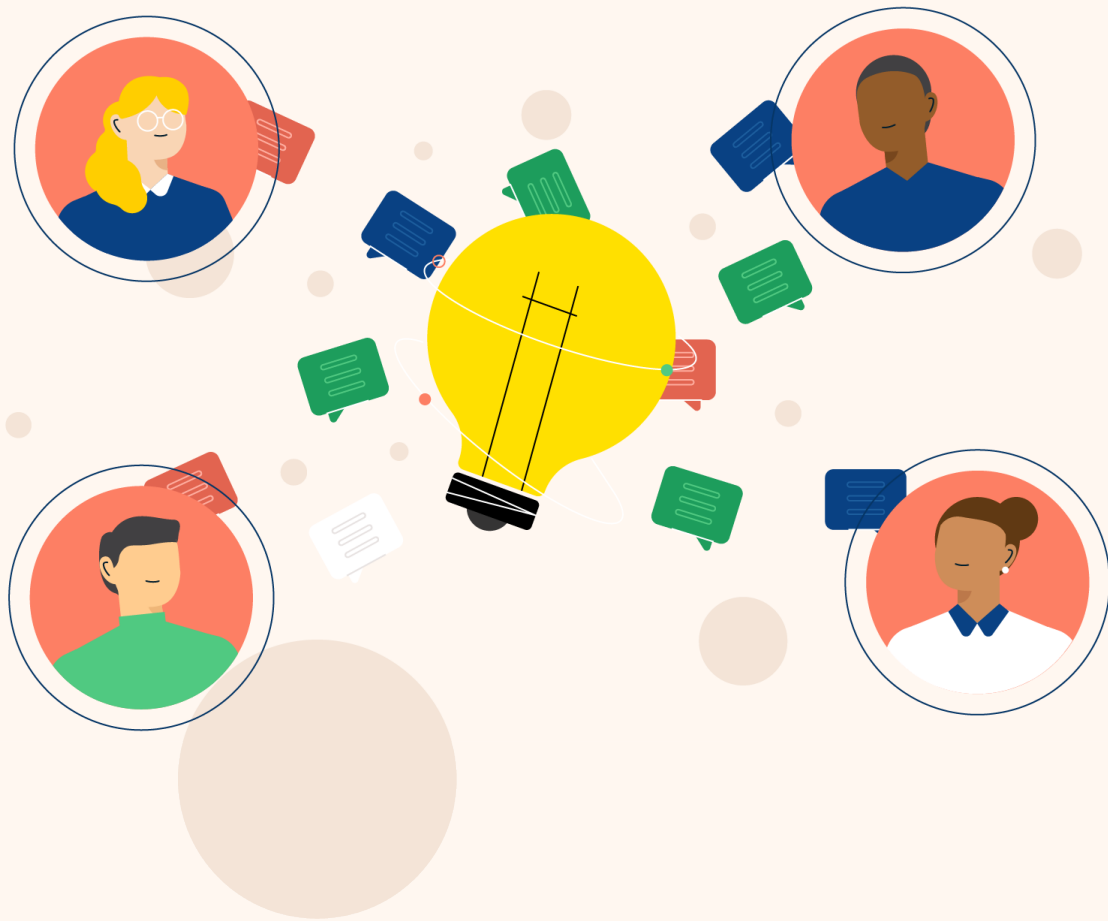
COMPETITION HANDBOOK | 1

PROGRAM OVERVIEW

Are you intrigued by entrepreneurship? Do you enjoy meeting like-minded peers, learning about the startup ecosystem, and honing your ideation and product-market fit skills? If so, the annual [UniMelb Startup Pitch Competition](#) is tailor-made for you! No prior experience is required to participate!

Throughout the competition, you'll gain access to exclusive preparatory workshops and mentoring sessions led by seasoned entrepreneurship experts. They'll provide valuable feedback to help refine and strengthen your ideas.

Should your team advance to the finals, you'll have the opportunity to present to a panel of judges, including venture capitalists and angel investors, and compete for a share of \$13,000 in prizes.





UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 2

COMPETITION STRUCTURE

APPLICATION PROCESS

Teams and individuals register their interest in participating in the competition via the [UniMelb StartUp Pitch Competition website's](#) online form. Registered students are invited to attend the Launch and Connect. 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 19 February - Sunday 17 March
Launch and Connect Interested students and teams will hear from inspiring entrepreneurs and learn about the competition structure. Meet other participants and form your team.	Tuesday 19 March
Workshop 1: Problem and Customer Fall in love with the problem and who is the customer	Tuesday 26 March
Workshop 2: Value and Ideation Building value and ideating your solutions	Tuesday 9 April
Mentor Drop-In Session 1	Thursday 11 April
Workshop 3: Business Models Lean startup - the business model canvas	Tuesday 16 April
Mentor Drop-In Session 2	Thursday 18 April
Workshop 4: Pitching 101 Storytelling and pitching with impact	Tuesday 23 April
Mentor Drop-In Session 3	Wednesday 24 April
Preliminary Video Pitch Deadline	11:59 pm, Sunday 28 April
Finalists announced Top 8 teams progress to the Final Round	Friday 3 May
Mentoring for Finalists	Monday 6 - Friday 10 May (by appointment)
Final Round Presentation Slides Due	11:59 pm, Monday 13 May
Final Round All students are welcome to watch the finalists teams pitch their winning ideas!	Tuesday 14 May

Session times will be provided in Canvas LMS and on the [UniMelb StartUp Pitch Competition website](#).



UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 3

PRIZES

The top three teams will receive a share in a \$13,000 AUD cash prize pool, courtesy of [CloudTech Group](#) and [Telstra](#).

1st place:

- \$6,500 cash to be split equally amongst team members; and
- Up to 2 founder places in [MAP's](#) Velocity Program.

2nd place:

- \$4,000 cash to be split equally amongst team members.

3rd place:

- \$2,500 cash to be split equally amongst team members.





UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 4

RULES AND REGULATIONS

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

1. Eligibility

To participate in the competition, you must be enrolled into a Semester 1, 2024 subject at the University of Melbourne for the duration of the competition.

Students must **not** be enrolled in the following MBS courses, including:

- Master of Business Administration
- Executive Master of Business Administration
- Master of Entrepreneurship

2. Team Requirements

- Teams must consist of a minimum of two and a maximum of six members.

3. Idea Submission

- 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.
- Your submissions must be original and unique to this competition. Reusing ideas, concepts, or work submitted in previous years or other competitions is strictly prohibited. Failure to comply will result in immediate disqualification and may lead to exclusion from future competitions.

4. Business Model Alignment

- Teams must acknowledge and provide a comprehensive justification for how their concept differentiates from an existing model if it closely resembles or is sufficiently similar to one.
- Teams are strongly encouraged to conduct a thorough competitor analysis before entering the competition.

5. Selection Criteria

- The selection process will consider how team members' academic backgrounds, disciplines, and skill sets contribute to diversity.
- To enhance their chances of success, teams should include members from multiple faculties and disciplines.



UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 5

PITCHING FORMAT FOR PRELIMINARY ROUND

- Your team will be invited to submit one four-minute video pitch.
- You may select any effective presentation method (e.g., to-camera pitch or animated slide-deck with voice-over).
- Videos won't be publicly shared during the Preliminary Round.
- Deadline: 11.59 pm, Sunday 28 April.

THE FINAL ROUND

- If your team is successful in progressing to the final round, you must submit your slides by 11.59 pm on Monday 13 May.
- Your team will be allocated a four minute live presentation time slot. Following your presentation, you will have five minutes to respond to questions, comments, and feedback from the judging panel.
- If selected to progress to the finals, the presence of all team members is required for delivering the pitch.
- The Final Round event is open for members of the university community, as well as friends, family, and other interested parties, who are welcome to attend provided they have registered their attendance.

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 2024 UniMelb StartUp Pitch Competition.



JUDGING AND EVALUATION

JUDGES

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

JUDGING CRITERIA

The judges will consider specific criteria when evaluating your concept papers and business plans. However, it's acknowledged that winning teams are those that capture the judges' attention, the ones they could envision investing in. Here's what they will be looking for:

1. **Problem:** Have you clearly laid out a major pain point or problem?
2. **Customer:** Do you know exactly who your target market is and why they need your solution?
3. **Solution:** How well does your proposed solution tackle the problem? And what's your unique value proposition?
4. **Business Model:** Have you identified who's going to pay for your solution? And do you have a functional business model in place?
5. **Team:** Why are you the perfect team to tackle this problem?
6. **Pitch Delivery:** How was the pitch delivered? Was it clear, concise, and logical?

They will prioritise the commercial potential of the proposed new venture and assess the team's ability to succeed, rather than focusing on the entertainment value of the presentation. Diversity in academic background, gender, and skill sets is strongly encouraged.





UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 7

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 your audience can relate to it.
3. How does your product or 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 does your audience need your product?
5. Monetisation strategy, explain your revenue model. How does it make money?
6. Briefly describe your route to market strategy and disclose any work you have done to test or 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.
- Prepare considered and articulate responses to likely questions from the panel.
- 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.



UniMelb StartUp Pitch Competition 2024

COMPETITION HANDBOOK | 8

CONTACT

The 2024 UniMelb StartUp Pitch Competition is brought to you by the Faculty of Business and Economics and proudly supported by Melbourne Business School and Melbourne Entrepreneurial Centre.

- Faculty of Business and Economics | fbe.unimelb.edu.au
- Melbourne Business School | mbs.unimelb.edu.au
- Melbourne Entrepreneurial Centre | unimelb.edu.au/mec

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

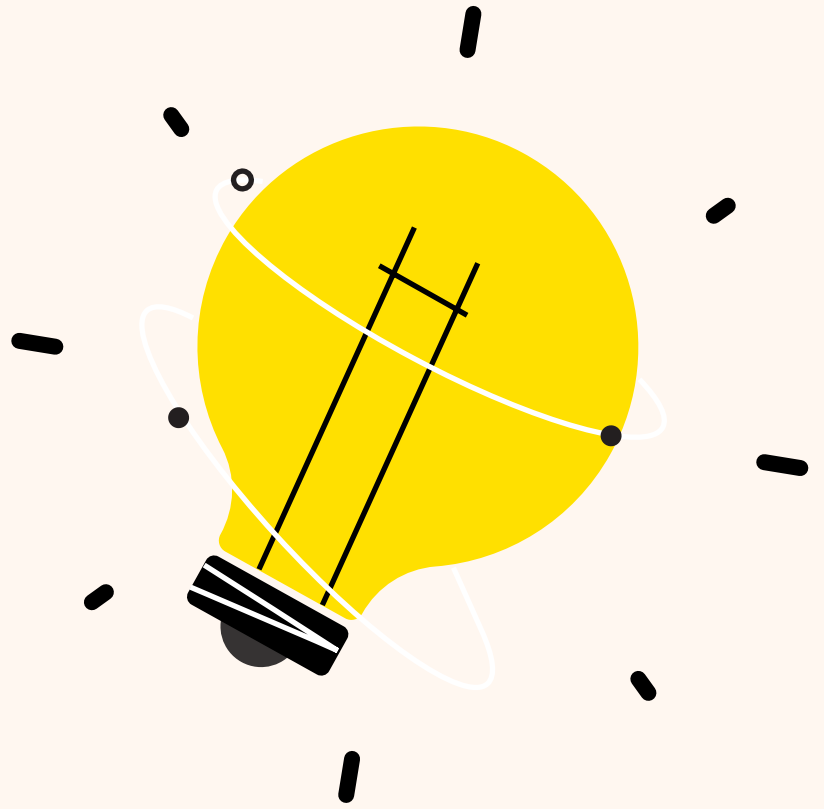
If you have any questions about this program please contact:

Industry Experience and Global Skills team

Faculty of Business and Economics

E: unimelb-startup@unimelb.edu.au

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



GET STARTED TODAY!

REGISTER [HERE](#)

BY SUNDAY 17 MARCH