The Herman J. Russell, Sr. Center for Entrepreneurship
Annual PANTHER PIT - PITCH PARTY
Information and Rules
November 7, 2014

$500 First Prize, $250 Second Prize and $100 Third Prize will be awarded to the Georgia State University students that make the best 2 minute “Elevator Pitch” as judged by a panel of faculty, entrepreneurs and investors.

Anyone may attend and view the contest – to register to attend visit: http://rec.robinson.gsu.edu/pitch-party-2014/.

To pitch your idea and compete for a prize, you MUST also fill out and submit an application form. Forms must be received no later than October 17, 2014. You may drop the form by the Management Department reception desk on the 10th floor of the Robinson College of Business, 35 Broad Street, Atlanta, GA 30303 OR e-mail it to RussellCenter@gsu.edu. Only 15 applications will be selected to pitch. Applications will be selected based on the quality of the business idea and its feasibility. Selection will be based on a one page business idea description that must be attached to the application. Selection will be made by the staff of the Herman J. Russell Sr. International Center for Entrepreneurship and is final.

Application forms will be available for download at http://rec.robinson.gsu.edu/pitch-party-2014/. The best 15 applications will be selected to Pitch. You will be notified by e-mail on or before Friday, October 24, 2014 if your application is selected to pitch on November 7.

1. During your presentation:
   - You may use slides or display objects. A projector and laptop will be provided. You may bring your slides on a USB memory drive or bring your own laptop.
   - You will be limited to 2 minutes. You must stop after 2 minutes even if you are not finished.
   - Depending upon the number of presenters for the evening, there may be time for the judges and audience to ask questions. If so, then the answers to those questions will be considered in the judges decisions.

2. Judging: Opinion of the judges is final and will be announced at the end of the program. Judges will consider both the quality of the business idea (feasibility and within the capabilities of the entrepreneur) and the quality of the presentation (how clear, believable and convincing is the presentation) in rendering their decision.

3. The Prizes will be announced on the night of the party and awarded to the winners following the event. Due to GSU accounting rules the winnings may be placed in your GSU Student account. All awards are subject to GSU Financial Aid guidelines.

4. Individuals who pitch must be a graduate or undergraduate student currently enrolled in Georgia State University.
5. **Prior winners** of The Panther Pit Pitch Party are not eligible.

6. **The Pitch** should be for the creation of a new business. It may not involve the buy-out or expansion of an existing company more than 3 years old, tax-shelter opportunities, real estate syndication, franchise, or consulting project. If the Pitch is for a business that is starting, the business should not have generated more than $50,000 in revenues nor have raised outside equity capital prior to the Pitch Party to be eligible for the prize. The Pitch must represent the original work of each contestant. Ideas presented as a part of entrepreneurship courses at GSU are allowed. The Pitch may not contain any fabricated information. Presenters may bring samples of their product, but may not bring giveaways for the judges.

7. **Presentations** and the concepts they contain are being disclosed in a public forum, and as such are not considered confidential.

8. **Questions** or correspondence may be directed to Clifton V. (Buddy) Ray, Associate Director of the Herman J. Russell Sr. International Center for Entrepreneurship:
Phone: 404-413-7572; Email: cray9@gsu.edu. Also, please see rec.robinson.gsu.edu/.