

INNOVATE

ACTIVATE

INITIATE

APPLICATION DUE
DATE CHANGE

EXTENDED 9/8/2022

pitch to GROW



Are you a Cape & Islands small business * that is at least 51% owned by an individual(s) who identify as Hispanic, Latino, Black, Person of color, Indigenous and/or Female?
(note: Small business is defined as 20 employees or less.)

Do you want to scale, grow or expand?

Pitch to GROW! Eight (8) finalists will be selected by Pitch to Grow readers based on pre-established criteria. Finalists' presentations will be judged by a team of bankers, small business owners, SCORE mentors and nonprofit leaders.

Cash prizes will be awarded along with assistance from SCORE Certified Mentors, Coastal Community Capital and CCYP in the execution of growth initiatives.

- 1st Prize - \$5,000
- 2nd Prize - \$3,000
- 3rd Prize - \$2000
- 4th Prize - \$1000
- Audience Favorite - \$500

HOSTED BY
SCORE | Cape Cod & the Islands



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ORGANIZATIONS

Love,Live,Local • WECAN • Cape Cod
Women's Association • EforAll • All
Cape & Islands Chambers of
Commerce



Find your application at
www.pitchtogrowcapecod.com.
DATE CHANGE Due 9/8/2022





Application for Pitch to Grow

BUSINESS INFORMATION

Business name _____

Business Address _____

Incorporation status DBA LLC Corp Other

Names of business owners & percentage of ownership?

Brief description of your business?

Submit the last year's full financial statements (P&L, Balance Sheet)

PITCH TO GROW INITIATIVE DETAILS

What is your business expansion idea (50 words or less)

What is the primary obstacle(s) to growing your business?

Application for Pitch to Grow

Why do you believe in this expansion idea?

What is the total cost of your growth idea? _____

If you are selected as an awardee, how will you use the funds from the award to grow your enterprise?

What is the history of your business (how long have you been in business, number of employees, positioning in the market?)

Why should you be selected as an awardee?

I certify by checking off:

1-3 years in business with less than 20 employees

Resident of Cape & Islands

Ownership percentage at least 51%

Over 21 years old

Identify as Hispanic, Latino, people of color, female or indigenous

As an awardee, the funds cannot be used to repay existing debt

Signature: _____

Instructions

Pitch to Grow is planned to be a two hour lively event that offers small business owners an opportunity to share their ideas on how they plan to grow or expand their businesses to a friendly audience AND win prize money to fund their ideas.

We are inviting the community to apply from which 8 finalists will be selected to present their concepts on September 28. The applications will be reviewed by a group of readers comprised of bankers, small business owners, nonprofit leaders and SCORE mentors. Each applicant will be assigned a SCORE Mentor and have access to financial planning assistance from a Coastal Community Capital team member.

A preselected group of judges will hear the presentations (5 minutes in length) and determine the awardees of four cash prizes. A fifth category of award will be "audience favorite" where the attendees will vote on a presentation they determined should receive cash funding.

The Pitch - What Do I Say?

With only 5 minutes to present your growth idea, you need to keep the presentation a high level. It needs to be concise and focused. It is important for the judges to understand

- Your business (history, team members), your customers, your market
- What makes your business different
- Share your revenue, margins, expenses
- Your expansion idea - how do you think it will help you grow your business
- How will you spend the award money

You will be invited to attend a FREE presentation skills workshop to assist you in developing your pitch.

If you apply and are not invited to present on September 28, you will be provided with an opportunity to build awareness of your business by displaying literature at the event.

Key Dates

7/25 - Applications Open

9/8 - Application submittal deadline - **EXTENDED**

9/9 - Coaches/Mentors assigned to finalists

9/19 - Pitch practice with Coaches

9/26 - Pitch run through at Cape Cod SCORE office

9/28 - Pitch to Grow event at Cape Cod Beer - 6:30 pm-8:30 pm