



# PITCH TO PIVOT CONTEST

Presented in Partnership With



## WHAT:

"Pitch to Pivot" is the Mid-South Minority Council, TADP's first virtual business pitch contest. In partnership with FedEx Corporation (FedEx Cares), the MMC-TADP aims to assist small business owners in executing strategic pivots in response to the economic impact of the Novel Coronavirus Pandemic.

COVID-19 has disproportionately impacted small, disadvantaged, minority and women-owned businesses. The immediate impact was revenue loss followed by workforce shrinkage across almost every industry sector. Many businesses have closed permanently while others remain open; but not without significant challenges. The "Pitch to Pivot" contest is an opportunity for business owners to "pitch" detailed plans and strategies for making adjustments (pivots) to their business models in order to survive and move beyond this pandemic.

## WHEN:

Pitch to Pivot is part of The MMBC Continuum's annual Economic Development Forum (EDF), November 10-11, 2020. **The pitch competition will be held on November 11th** and is open to small businesses registered as a "Sponsor" or an "All-Access Pass Holder" for the EDF. The first 20 businesses that register for and meet all contest requirements will be eligible to compete for seven (7) \$5,000 prizes to build capacity and assist with costs in making strategic business pivots. Prize winners will be announced on Friday, November 13, 2020 during The MMBC Continuum's Robert R. Church Virtual Achievement Awards Luncheon.

## HOW:

To participate in the pitch contest, register as a "Sponsor" or an "All-Access Pass Holder" for the EDF and select "Pitch to Pivot" Contest on the registration form. Businesses that meet registration requirements will be provided contest and pitch video submission instructions. Please note, pitches must be videoed and can be **no longer than two minutes**.

**Deadline** for video submission is 11:59 pm (CST) on **Sunday, November 1, 2020**. Pitch videos received after the submission deadline will be deemed ineligible and will not be included in the Pitch to Pivot contest.

**\$5,000**  
**Prize Award**  
(Seven Prizes will be awarded)

## SUBMIT YOUR PITCH TO PIVOT!

### PRIZES:

- **The MMC-TADP, Inc. will award seven (7) \$5,000 prizes.**

### Judging Criteria:

- Delivery/Quality of Presentation: Clear, concise and compelling "pivot" strategy
- Pivot Strategy: Innovative/unique ideas and approach
- Proposed use of award
- Probability of desired impact/outcome

### Requirements:

- Must be a small business as defined by the Small Business Administration (SBA). Not-for-profit organizations are ineligible for the pitch contest.
- Must be owned, operated and headquartered in the Memphis Metropolitan Statistical Area (MSA).
- Register as a "Sponsor" or an "All Access Pass Holder" for The MMBC Continuum's Economic Development Forum (EDF) and select the "Pitch to Pivot" Contest option.
- Respond to Pitch contest communications and instructions by returning the contest application and pitch video by 11:59 pm (CST) on Sunday, November 1, 2020.
- Pitch videos can be no longer than 2 minutes.
- The first 20 registrations and video entries meeting contest requirements will be notified via email on Tuesday, November 3rd and will move on to be included in the live Pitch to Pivot contest.
- Virtually attend the Pitch to Pivot contest, on Wednesday, November 11th and the Robert R. Achievement Awards Luncheon on Friday, November 13th.
- Awards will be announced at the Robert R. Church Achievement Award Luncheon. Lunch for two (2) will be provided and delivered to your business or designated location.
- Must be 18 years or older to participate in this contest.



Operated by The MMBC Continuum

