

Pitch First - Overview

Pitch First (PF) is one of the events organized by **Management Society**, a student organization of Magister Management of Universitas Prasetiya Mulya. PF is a 3-round **national business pitching competition** for Indonesian undergraduate (S1) students. This year, it will be held on Saturday, **5 October 2019**. In PF, selected participants passing the First Round will compete in the Semifinal and Final Rounds at Cilandak Campus of Universitas Prasetiya Mulya. There will be 2 (two) categories of competition at Pitch First 2019. The first category is about business ideas that are not yet running, and the second category is about business ideas that are already running for at least 1 year. Prospective participants of PF are to submit an original business plan about all kinds of aspects of business around the society. As such, every PF business plan must address a **problem in society** and **give solution(s)** to answer it, inclusive of its have social and environmental impacts.

PF objectives are:

- To serve as a top-notch national competition platform whereby undergraduate students of all majors from various regions in Indonesia compete with, while learning from, each other and foster strong networking among them;
- To encourage Indonesian undergraduate students to develop and present their business plans in a national competition; and,
- To contribute in the making of a young generation that possesses entrepreneurial, creative and innovative skills, and the courage to affect positive changes to the society at large.

Apart from serving as a national platform for enriching learning experience, PF offers to the successful participants monetary rewards totaling **IDR 45,000,000** (excluding taxes):

NO	TEAM	1 st CATEGORY	2 nd CATEGORY
1	1 ST Team	IDR 10.000.000	IDR 10.000.000
2	2 nd Team	IDR 7.000.000	IDR 7.000.000
3	3 rd Team	IDR 5.000.000	IDR 5.000.000
4	Best Pitcher	IDR 1.000.000	



1. Fill in the online Registration Form on www.ideacraft.id/pitchfirst and submit it by also uploading the following documents:
 - An official letter from the faculty/university acknowledging the participant's current status as its student; and
 - A valid student ID Card for each participant.
2. Email and password for registration will be used to log in and submit by uploading the following documents and/or link:
 - Proof of registration payment;
 - An Executive Summary (for details see the *Executive Summary Guidelines*);
 - A URL link to the participant's pitching video (for details of the video see the *Rounds*);

Note: Participants can submit the executive summary, a URL link, and an Instagram account after the committees have confirmed the registration payment. Confirmation will be sent via email.

ADDITIONAL INFORMATION ABOUT REGISTRATION

- a. Registration fee per each participating teams is as follows:

Early Bird Registration : July 1st - July 15th 2019

IDR 80,000/team

(for the first 10 team registered : additional discount IDR 10,000 with

referral code: EARLYBIRD)

1 University 2 team or more : July 16th - August 31th 2019

IDR 90,000/team

Normal Registration : July 16th - August 31th 2019

IDR 100,000/team

- The prices indicated above **do not include accommodation.**
- Deadline for early bird registration is Monday, **July 15th 2019** by 18:00 WIB by which time all requirements pertaining to PF competition participation must already be settled.
- Deadline for normal registration is Saturday, **August 31th 2019** by 18:00 WIB by which time all requirements pertaining to PF competition participation must already be settled.

- b. Payment is to be made in IDR through bank/mobile transfer to:

MARIA CLEARESTA

BCA KCU SERPONG

497-121-0910

- The sender's identity should be put in this format:
PF_(Team's_name)_(university)

- c. The registration fee cannot be refunded for any reason whatsoever.
- d. Once a team's registration is uploaded, the team's membership is registered and considered final. Changes to *reduction* of existing member(s), although may be considered, are not recommended.
- e. Replacement by, or introduction of, any new member(s) to the registered team is strictly not allowed and may lead to disqualification.



1. To succeed in the First Round of PF competition, the business idea must be original. It may be based on a team's/participant's own business, or inspired by someone's existing business. If it is based on a participant's own existing business, the running of the business must not exceed one year from the registration date. Regardless of the source of the inspiration, the business idea proposed to PF committee must clearly present innovation/improvement/ added values to the existing business idea without any legal infringements (See *Disclaimers*).
2. The business idea may come from **all fields**, such as energy, food and farming, healthcare, robotics, biotech, education, transportation, housing, programming, psychology, engineering background, etc.
3. The business idea and matters underpinning each team's participation in PF competition must be geared towards sustainability while promoting harmony among various religions, races, and inter-groups that make Indonesia. A team that does not conform to this rule will be automatically disqualified.
4. A participating team may consist of **one or two members**, which must be clearly indicated in the registration period.
5. Each university/institute may send more than one team and each team may represent the same school or on personal behalf (across universities).
6. Each team must submit all the requirements within the set deadline. (See *Registration and Rounds*).
7. Upon successful registration, teams will undergo a shortlisting selection by a board of adjudicators in the First Round.

8. The board of adjudicators will evaluate each team's qualifications, based on the Executive Summary and the quality of its video presentation, and shortlist 20 highest scoring teams (10 teams for Category A and 10 teams for Category B) that are deemed qualified for competing in the Semifinal Round.
9. The shortlisted 20 teams (10 teams Category A and 10 teams Category B) entering the Semifinal Round must prepare 2 sets of slides: one set for competing in the Semifinal Round (3 minutes presentation), the other for the Final Round (8 minutes presentation).
10. The shortlisted 20 teams (10 teams Category A and 10 teams Category B) must be present at the registration counter to re-register at least 15 minutes prior the start of the Semifinal Round.
11. The shortlisted 20 teams (10 teams Category A and 10 teams Category B) that for any reasons do not re-register are considered resigning from the competition.
12. In case one of a team's member is unable to attend the event, the remaining member is still eligible to participate in the competition.
13. Changes that results in addition to a team's membership are not permitted after the website registration.
14. The language used throughout the First, Semifinal, and Final Round is English.
15. The currency used throughout the competition is the Indonesian Rupiah.
16. The competition will be conducted in front of a board of adjudicators preselected by the PF Committee.
17. The board of adjudicators on duty are Universitas Prasetiya Mulya lecturers and various of experts.

18. In all cases in any round throughout the competition, the **adjudicators decisions are final and irrefutable.**



FIRST ROUND

Executive Summary & Pitching Video (Business Idea)



**SEMI-FINAL ROUND
(TOP 10 CATEGORY A & B)**

3 Minutes Presentation & 6 Minutes Q&A Best Teams
(5 category A & B)



**FINAL ROUND
(TOP 5 CATEGORY A & B)**

8 Minutes Presentation & 10 Minutes Q&A

1. The First Round

- Each team is required to upload an **Executive Summary, a 60-second Pitching Video about the business plan** to www.ideacraft.id/pitchfirst. Maximum submission deadline is 3 weeks after registration for Participant with Early-Bird Registration and 2 weeks after registration for Participant with Normal Registration by 18:00 WIB. The latest submission deadline is on Wednesday, **September 4th 2019**. (See the *Executive Summary Guidelines*).
- Each team is required to make 1 video with a maximum of 60-second Pitching Video to provide both verbal and visual impressions for the adjudicators consideration.
- The adjudicators will shortlist 20 teams (10 teams for Category A & 10 teams for Category B) based on the **assessment of Executive Summaries and the Pitching Videos of Business Plan** to enter the Semifinal Round.
- The results will be communicated to participants via e-mail on Monday, **September 30th 2019**.
- The shortlisted 20 teams (10 teams Category A & 10 teams Category B) are required to prepare 2 sets of slides presentation for competing in the Semifinal Round (3 minutes presentation) and in the Final Round (8 inutes presentation).
- The shortlisted 20 teams (10 teams for Category A & 10 teams for Category B) are required to be present at a online technical meeting (See Below).

2. Technical Meeting

- The Technical Meeting will be based on online session and will be held on Friday, **October 4th 2019** from 16.30 WIB.
- Each team is to have at least 1 representative attending the Technical Meeting.
- A Q/A session will be run to accommodate further queries on the competition.
- On the technical meeting day will be socialized details of Pitch First Competition's ground rules and its rundown.
- The set of presentation slides for the Semifinal Round must be submitted during the technical meeting day by 18:00 WIB via email to pitchfirst.event.2019@gmail.com. Belated submission will not be accepted and revision will not be permitted.

3. Semifinal Round

- The Semifinal Round will be held on Saturday, **October 5th 2019** at Universitas Prasetiya Mulya, Cilandak Campus, from 08.00 WIB.
- The shortlisted 20 teams (10 teams Category A & 10 teams Category B) must be present at the registration counter to re-register at least 15 minutes prior the start of the Semifinal Round.
- The shortlisted 20 teams (10 teams Category A & 10 teams Category B) are required to present their business plan in front of a panel of adjudicators.

- Each of the shortlisted teams will present their business idea for exactly **3 minutes** plus **6 minutes** for the question and answer (Q/A) session. Excess time due to a shorter presentation will *not* add up to the pre-allocated 6-minute Q/A session.
- PF committee reserves all the rights to terminate any presentation that exceeds 3 minutes.
- Open presentation will apply in the Final Round with the audience consisting of adjudicators, committees, finalists and their faculty members / supporters.

4. The Final Round

- The Final Round will be held on Saturday, **October 5th 2019** at Universitas Prasetiya Mulya, Cilandak Campus, from 13.30 WIB.
- The set of presentation slides for the Final Round must be submitted 15 minutes prior to the start of the round. Late submission will not be accepted and no revision will be permitted.
- Each of the 10 Finalists (5 for Category A & 5 for Category B) is required to present and explain the business plan in more detail to a panel of adjudicators.
- Each team will be given 18 minutes, i.e. **8 minutes** for presenting and **10 minutes** for the Q/A session. Excess time due to a shorter presentation will *not* add up to the allotted 10-minute Q/A session.
- PF committee reserves all the rights to terminate any presentation that exceeds 8 minutes.
- Open presentation will apply in the Final Round with the audience consisting of the adjudicators, committees, finalists and their faculty members / supporters.

Maximum 2 pages A4, Arial, size 11, space 1.5,

Margin: top 1, right 1, bottom 1, left 1.5

The Executive Summary (ES) to be prepared for PF Competition 2019 should:

1. Summarize a business idea that is original and reflects Pitch First Competition 2019, which is giving the solution to a problem in all kind of fields in business, such as energy, food and farming, healthcare, robotics, biotech, education, transportation, housing, programming, psychology, engineering background, etc.
2. Concisely state the purpose of the business plan presentation (i.e. to seek a certain amount of funding support while offering a certain ratio of equity, etc).
3. Clearly describe the product/service and benefits, including proofs of concept and intellectual property protection, if any.
4. Adequately address a specific market potential or target market for the new product/service, including its potential growth, and outline strategies it will opt to access the market.
5. Outline production/delivery plans of the product/services and the resources needed, including expertise of the team members that support the plans, if any.
6. Briefly project sales/profit and/or highlight pertinent financial data.
7. State how the idea has holistically internalized sustainability principles both strategically and realistically. (**Note: Sustainability is defined here as “the balance of environmental, social, and economic concerns to ensure that the needs of future generations are not compromised”**).

8. Be of 1-2 page long, neatly typed in Arial 11 pts, 1.5 spacing, and formatted with MS Word normal margination; appendices may not exceed 3 A-4 pages (e.g. for supporting tables, diagrams, graphics, if any).



1. By submitting the registration form to the Pitch First 2019 Competition each participant hereby affirms to the best of his or her knowledge and in good faith that the business idea being presented for PF competition is by all means original according to the definition expressly stated here in the *General Rules*, therefore, should there arise in future any legal litigation against it by a third party, if at all, *neither* Universitas Prasetiya Mulya *nor* the Pitch First committee is to be held responsible.
2. Whilst the Pitch First Committee reserves the right to keep all the materials collected for and during this competition (e.g. copies of Executive Summaries, sets of presentation slides, pitching videos, etc), ownership of each and every business idea presented by a team in the competition should remain to the particular person and/or team under which it was registered with the PF Committee.

PITCH FIRST
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