

**2009 New Venture Showcase Information Sheet**  
(including 60 Second Pitch Competition & Outstanding Showcase Display Award)

**Thursday 11 December 2008**  
**6.30- 8.30pm, The Atrium**  
**Swinburne University of Technology, Hawthorn Campus**

## **New Venture Showcase**

The New Venture Showcase is a tradeshow event where each JHEC team has the opportunity to showcase their venture. On Thursday 10 December 2009 each team is required to showcase its venture for the judges, sponsors, faculty and business leaders. This event will run from 6.30pm until 8.30pm. You should staff your university entry's display and be prepared to answer questions from the attendees. The 60 second pitch competition will be held and judged as part of this event as will the Outstanding Showcase Display Award.

You are welcome to invite additional guests however guests must register with payment no later than Friday 20 November 2009.

Teams may begin setting up from 4.00pm. Teams will be allocated their position in the room by the organisers and must remain in their allocated position.

Each team will be provided with:

- 1 x trestle table
- 1 x display board
- 2 x chairs per display

Please note:

**Teams requiring access to electrical power at their trade stand MUST advise the organisers NO LATER THAN 20 November on the AV Requirements Form so appropriate arrangements can be made.**

**Internet access is NOT available through the venue.** It is suggested that teams make their own arrangements, for example bring their own portable USB modem.

### **Your team will need to provide:**

All materials needed to erect your display; including stationary items (eg bluetack, pins, paper, sticky tape, velcro dots, double-sided tape etc)

If you are using your laptop to demonstrate, please make sure your battery is fully charged.

**Important Note** - Those teams wishing to undertake additional activities as part of their display (eg prize draws) should provide details and request permission from the competition organisers well in advance of the event. This will allow time to be allocated in the running order and ensure sponsorship contracts are not breached.

## **60 Second Pitch Competition**

Each team is required to nominate a team representative to participate in the 60 second pitch competition. **One person** from your team will be allocated a maximum of 1 minute to pitch your venture to

the audience of judges, sponsors, faculty, business leaders and potential investors. No additional resources (props, other persons, AV etc) may be used. Failure to adhere to these guidelines may result in disqualification from the 60 second pitch competition.

The pitch will be scored using an electronic voting device. These devices will be randomly distributed amongst the guests in the room, and the pitch with the highest number of votes wins! The winner will receive a \$300 cash prize.

## **Outstanding Showcase Display Award**

The Outstanding Showcase Display Award will be judged and announced at the New Venture Showcase by representatives from sponsoring organisation, BDO. Showcase displays will be judged on the following criteria:

1. Presentation
  - Creative use of the allocated space and equipment provided
  - Clarity in visual presentation of product or venture
  
2. Sales & Marketing
  - Ability to verbally communicate the benefits of the product and venture
  - Ability to answer questions knowledgably
  - Marketing collateral is visibly appealing and informative
  - All team members show enthusiasm and contribute to the promotion of the product or Venture.