



## PITCH FIRST: OVERVIEW

**Pitch First (PF)** is one of the events organized by **Management Society**, a student organization of Master of Management of Universitas Prasetiya Mulya. PF is a 3-round national business pitching competition for Indonesian undergraduate (S1) students. This year, PF will be held on **Saturday, 26<sup>th</sup> September 2020**. In PF, selected participants passing the First Round will compete in the Semifinal and Final Rounds via **ZOOM** online meeting platform. The business ideas that would be presented by all participants could be business ideas that are not yet running, or business ideas that are already running (maximum 1-year running). 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 the society and give solution(s) to answer it, inclusive of its social and environmental impacts.

PF objectives are:

1. 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;
2. To encourage Indonesian undergraduate students to develop and present their business plans in a national competition; and,
3. 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 the successful participants monetary rewards, totaling **IDR 23,000,000** (excluding taxes):

1.	1 <sup>st</sup> Winner	: IDR 10,000,000
2.	1 <sup>st</sup> Runner Up	: IDR 7,000,000
3.	2 <sup>nd</sup> Runner Up	: IDR 5,000,000
4.	Best Pitching	: IDR 1,000,000



## PITCH FIRST: REGISTRATION

1. Fill in the online Registration Form on [www.ideacraft.id](http://www.ideacraft.id) 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*);
  - Instagram account to prove your Instagram post (for details of the video see the *Rounds*). Make sure your account is not private.

**\*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

1. Registration fee per each participating teams is as follows:

**Early Bird Registration : June 15<sup>th</sup> - June 30<sup>th</sup> 2020**

**IDR 80,000/team**

**Normal Registration : July 1<sup>st</sup> - August 30<sup>th</sup> 2020**

**IDR 100,000/team**

- The prices indicated above do not include accommodation/transportation or team's personal expenses.
  - Deadline for early bird registration is **Tuesday, June 30<sup>th</sup> 2020** by 18:00 WIB by which time all requirements pertaining to PF competition participation must already be settled.
  - Deadline for normal registration is **Sunday, August 30<sup>th</sup> 2020** by 18:00 WIB by which time all requirements pertaining to PF competition participation must already be settled.
2. Payment is to be made in IDR through bank/mobile transfer to:

**Shianne Puspita Putri**  
**BTPN (Bank Tabungan Pensiunan Nasional)**  
**90013891257**

    - The sender's identity should be put in this format:  
**PF\_(Team'sName)\_(University)**
  3. The registration fee cannot be refunded for any reason whatsoever.
  4. 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.
  5. Replacement by, or introduction of, any new member(s) to the registered team is strictly not allowed and may lead to disqualification.



## PITCH FIRST: GENERAL RULES

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 by the registration date. Regardless of the source of the inspiration, the business idea proposed to the PF committee must clearly present innovation/ improvement/ added value to the existing business idea without any legal infringements (*See Disclaimers*).
2. The business idea may come from **any 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 team consists of one or two undergraduate students from same or different universities, preferably of different majors or background (e.g. business, management, engineering, design, etc).
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 that are deemed qualified for competing in the Semifinal Round.
9. The shortlisted 20 teams 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 must be present at the Technical Meeting Day via **ZOOM** that will be conducted one day prior to the start of the Semifinal Round.



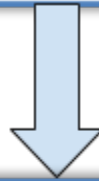
11. The shortlisted 20 teams must be present at **ZOOM** to re-register at least 30 minutes prior to the start of the Semifinal Round.
12. The shortlisted 20 teams that for any reasons do not attend the Technical Meeting Day and re-register are considered resigning from the competition.
13. In case one of a team's members is unable to attend the event, the remaining member is still eligible to participate in the competition.
14. Changes that result in addition to a team's membership are not permitted after the website registration.
15. The language used throughout the First, Semifinal, and Final Round is English.
16. The currency used throughout the competition is the Indonesian Rupiah.
17. The competition will be conducted in front of a board of adjudicators pre-selected by the Pitch First Committee.
18. The board of adjudicators on duty are Universitas Prasetya Mulya lecturers and various experts.
19. In all cases in any round throughout the competition, the adjudicators decisions are final and irrefutable.



## PITCH FIRST: ROUND

### FIRST ROUND

1 EXECUTIVE SUMMARY + 2 PITCHING VIDEOS ( ABOUT BUSINESS IDEA &  
PITCH FIRST EVENT)

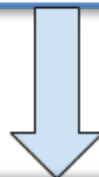


### SEMIFINAL ROUND (TOP 20 TEAMS)

3 MINUTES PRESENTATION + 6 MINUTES Q&A

VIA ZOOM

**OUTPUT:** BEST 6 TEAMS WILL COMPETE IN FINAL ROUND



### FINAL ROUND (TOP 6 SEMIFINALISTS)

8 MINUTES PRESENTATION + 10 MINUTES Q&A

VIA ZOOM



## 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](http://www.ideacraft.id)
  - A 60-second Pitching Video about Pitch First Event on Instagram.
- Maximum submission deadline for participants with Early-Bird Registration and Normal Registration is **2 weeks after the registration date** (after submitting the registration form on our website) by 18:00 WIB (*See the Executive Summary Guidelines*).  
*\*Note: All submission deadline is on Thursday, 10<sup>th</sup> September 2020 at 18.00 WIB.*
- The 60-second Pitching Video about Pitch First 2020 must be uploaded to Instagram and tagged Pitch First's Instagram account @pitch\_first with hashtags #yourideasmatter #heretobeheard #PitchFirst2020. This video will be used as one of the aspects in determining the Best Pitching Category. (The calculation of this aspect will be closed by 12:00 WIB on Thursday, 10<sup>th</sup> September 2020).
- The adjudicators will shortlist 20 teams based on the assessment of Executive Summary and the 60-second Pitching Video of Business Plan to enter the Semifinal Round. The results will be communicated to participants via e-mail on **Saturday, 19<sup>th</sup> September 2020**.
- The shortlisted 20 teams are required to prepare 2 sets of slides presentation for competing in the Semifinal Round (3 minutes presentation) and in the Final Round (8 minutes presentation).
- The shortlisted 20 teams are required to be present at an online technical meeting (*See Below*).

## 2. Technical Meeting

- The Technical Meeting will be conducted through an online meeting session and will be held on **Wednesday, 23<sup>th</sup> September 2020**.
- All participants must attend the Technical Meeting day. In case one of a team's members is unable to attend, the remaining member is still required to take part in 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 19:00 WIB via email to [pitchfirst.id@gmail.com](mailto:pitchfirst.id@gmail.com), with the Subject: PF\_Semifinal\_(Team'sName)\_University, please use the same format for the presentation file name. Late submission will not be accepted and revision will not be permitted.

### 3. Semifinal Round

- The Semifinal Round will be held on **Saturday, 26<sup>th</sup> September 2020** via ZOOM online meeting platform.
- The shortlisted 20 teams must be present at the online meeting platform to re-register at least 30 minutes prior to the start of the Semifinal Round.
- The shortlisted 20 teams 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-allotted 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, 26<sup>th</sup> September 2020** via ZOOM online meeting platform.
- The set of presentation slides for the Final Round must be submitted 30 minutes prior to the start of the round via email to [pitchfirst.id@gmail.com](mailto:pitchfirst.id@gmail.com), with the Subject: PF\_Final\_(Team'sName)\_University, please use the same format for the presentation file name. Late submission will not be accepted and revision will not be permitted.
- Each of the 6 Finalists 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.



## PITCH FIRST: EXECUTIVE SUMMARY GUIDELINE

Maximum 2 (two) 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 2020 should:

1. Summarize a business idea that is original and reflects Pitch First Competition 2020, which is giving the solution to a problem in all kinds of business fields, 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 expertises 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 or 2 (one or two) A4 pages long, neatly typed in Arial 11 pts, 1.5 spacing, and formatted with Microsoft Word docs.; the appendix may not exceed 3 (three) A4 pages (e.g. for supporting tables, diagrams, graphics, if any).



## PITCH FIRST: DISCLAIMERS

1. By submitting the registration form to the Pitch First 2020 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 Summary, 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.
3. As the event organizer, Pitch First Committee has the authority to make changes on the General Rules of Pitch First 2020 such as rundown, duration, rule, etc, in order to adjust with the situation if it is needed. Pitch First Committee will announce any changes on the General Rules of Pitch First 2020 to every participant at the latest during the technical meeting session.