1. What is 3-2-1 Quick Pitch?
3-2-1 Quick Pitch is a competition where students pitch a business idea to a panel of judges. Each student has 3 minutes-2 pitch-1 idea, hence the name 3-2-1 Quick Pitch! Students pitch their idea in “rooms” of 10 competitors each, in front of 3-5 judges and any spectators. After each pitch, judges will have 2 minutes to ask questions. After all the students in a room have pitched, judges provide feedback to them, and may share their advice and suggestions for further development of the pitch ideas.

2. When and where is 3-2-1 Quick Pitch?
The competition will be held on Thursday, November 1st 2018, at Memorial Stadium (West side, Club Level – 3rd floor).

3. What is the schedule for the event?

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>4 p.m.</td>
<td>Registration opens (competitors please register by 4.45pm)</td>
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<tr>
<td>5 p.m.</td>
<td>Welcome and opening remarks</td>
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<td>5:15 p.m.</td>
<td><strong>PITCHES BEGIN!</strong></td>
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<tr>
<td>6:30 p.m.</td>
<td>Judges’ deliberations</td>
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<tr>
<td>6:30 p.m.</td>
<td>Networking reception and buffet. Judges provide feedback to</td>
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<td></td>
<td>competitors over dinner.</td>
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<tr>
<td>7:30 p.m.</td>
<td>Nebraska Entrepreneurship and Quick Pitch Awards Ceremony</td>
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4. Who can take part in 3-2-1 Quick Pitch?
This event is open to undergraduate and graduate students from two-year and four-year colleges.
5. How do I apply to take part in 3-2-1 Quick Pitch?
Go to https://business.unl.edu/outreach/center-for-entrepreneurship/student-programs-and-competition/quick-pitch/

6. What do I need to include in my application to compete in 3-2-1 Quick Pitch?
You’ll need to include your name, major, contact details, and a brief description of your business idea.

7. What is the deadline for applying to compete in 3-2-1 Quick Pitch?
October 28th, 2018, 11.59pm.

8. Is there a prize for winning 3-2-1 Quick Pitch?
Yes! In fact there will be 21 winners, sharing a $7,000 prize pot. Each of the 7 competition “rooms” will have three winners; each winner will take home $333.33.

9. In what order do competitors pitch?
The order you pitch in will be determined by random draw. We will not divide by underclass and upperclass or experience level.

10. I have a team. How many people can pitch?
Only one person can pitch.

11. If I am competing, can I watch the other pitches in my competition room?
Yes – pitching will be open format. All participants are welcome to be in the room where they will pitch.

12. My friends and/or family would like to see me pitch. Can they attend?
Yes. Spectators are welcome.

13. Will there be refreshments available during the competition?
Yes. Competitors, judges, spectators and special guests will enjoy dinner and networking after the pitches are completed. In addition, water and soft drinks will be available throughout the competition.

14. Can I use visual aids or props during my pitch?
Visual aids/props (PowerPoint presentations, posters, displays, etc.) are not permitted.
15. What should I include in my Quick Pitch?
A Quick Pitch (sometimes known as an elevator pitch) is an action-oriented description of a business venture designed to:

- Engage the interest of the audience/investor
- Persuade them to participate in the business venture as you see fit (investor, customer, partner, referral source, etc.)

An effective Quick Pitch should address the following questions:

i. **What is your product or service?**
   Briefly describe what it is you sell. Do not go into excruciating detail.

ii. **Who is your market?**
   Briefly discuss who you are selling the product or service to. What industry is it? How large of a market do they represent?

iii. **Who is behind the venture?**
   "Bet on the jockey, not the horse" is a familiar saying among Investors. Tell them a little about you and your team's background and achievements. If you have a strong advisory board, tell them who they are and what they have accomplished.

iv. **Who is your competition?**
   Don't have any? Think again. Briefly discuss who they are and what they have accomplished. Successful competition is an advantage; they are proof your business model and/or concept work.

v. **What is your competitive advantage?**
   Simply being in an industry with successful competitors is not enough. You need to effectively communicate how your company is different and why you have an advantage over the competition. A better distribution channel? Key partners? Proprietary technology?

vi. **What is your revenue model?**
   More simply, how do you expect to make money?

vii. **What is your “ask”?**

16. How should a Quick Pitch sound?
It should not sound memorized or robotic, but it should be well-rehearsed. You should be excited about what you are pitching! Your audience should be able to hear the passion in your voice.

17. Who are the judges?
We recruit 30-40 entrepreneurs, investors, business owners and other entrepreneurial-minded experts from across Nebraska to judge pitches and provide students with valuable feedback.

18. What are the judges’ criteria for evaluating my Quick Pitch?
Pitches will be judged on the competitors’ ability to both address the key components of a start-up business venture, answer the judges’ questions regarding their venture, and present their idea passionately, creatively, clearly, and concisely. Judges will be provided with criteria on which to evaluate the competitors. The winners will be determined through a deliberation process and mutual decision by the judges. They will choose three winners from each room, but will not rank them.

19. Do I have to be there for the whole event?
We ask that you arrive at the event venue no later than 4:45pm to register and make your way to the competition. If you must leave after your pitch then you are welcome to do so. Should you leave early then you will miss the feedback from the judges, the dinner, the Distinguished Entrepreneur awards and the Quick Pitch awards’ announcement.

20. Can I pitch more than once?
No.

21. Can I pitch an existing business?
Yes.

22. How do I receive my award if I win?
UNL employees will be paid via payroll. Other winners will be provided with a check.

23. What are the Nebraska Entrepreneurship Awards?
Following the pitches and dinner, we honor the best and brightest entrepreneurs in our community with the following awards: Nebraska Distinguished
Entrepreneur, Startup Executive, Entrepreneurial Advocate and New Company Entrepreneur. The Awards also include the winners of 3-2-1 Quick Pitch.

24. I have other questions not included in this list of FAQs. Who should I contact?
You can call Brent Martin, Coordinator for the Nebraska Center for Entrepreneurship at (402) 472-3353 or you can email us at entrepreneurship@unl.edu