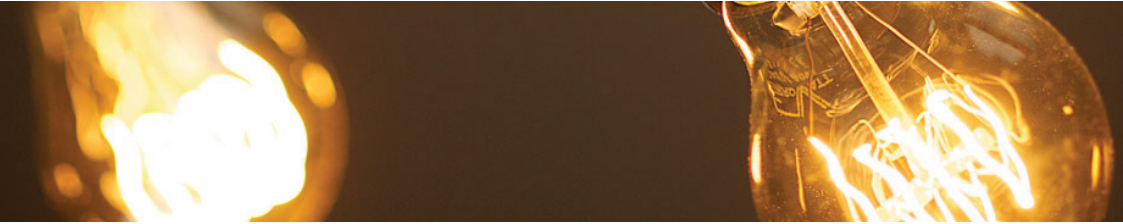


# 1000 PITCHES

Executive Summary  
*2014*





## Overview

Spark SC is bringing 1000 Pitches to the USC campus and empowering the growing entrepreneurial community in the Los Angeles area. 1000 Pitches is a two-month-long pitch competition, that aims to encourage as many students as possible to pitch solutions to problems they see around the world and in their own community, in turn engaging their innovative potential. With thousands of students submitting video-recorded pitches, this is the largest pitch competition at USC. Moreover, 1000 Pitches is a unifying event taking place at 11 universities across the nation, making it the biggest pitch competition in the world. Our goal this year is to produce more business, product, and socially disruptive ideas than has been seen before on campus.

Spark SC is a student-driven non-profit organization, and our mission is to empower students to develop their entrepreneurial potential by fostering collaboration and igniting innovation. We are USC's hub for entrepreneurship and innovation, and our largest projects include weekly Hack and Design Nights, a Create-A-Thon, a Disruptive Design and Entertainment event, a Startup Career Fair, and App Week in addition to 1000 Pitches.

## Mission

Expose USC students of all majors and backgrounds to entrepreneurial thinking and innovative problem solving

Give students the confidence to pursue their entrepreneurial endeavors.

Contribute to the growing momentum of Los Angeles entrepreneurship

Connect industry leaders and experienced entrepreneurs to the USC community.



## How It Works

Students can record and submit up to 3 pitches to one of 10 different categories to our website. This platform allows students to submit and view their peers' pitches, and sponsoring companies will also have the opportunity to have a pitch from one of their employees featured as an example.

Pitches are scored throughout the two-month period by a group of trained student judges, and as the pool narrows down, sponsors' input decides the winners of each category.

The competition ends with an Awards Ceremony where judges explain and announces the winning pitches. Each winner is awarded 1000 dollars.

## The Pitch Categories

*Below are the categories of pitches students can submit to the competition.*

**1** *Consumer Products & Small Businesses*  
Ideas that can create a small business with the potential to grow including food, services, and consumer goods.

**2** *Environment*  
Ideas contributing to a cleaner environment sustainable energy and resources or global responsibility

**3** *Health*  
Ideas to improve the ergonomics, accessibility, or processes in our current healthcare system.

**4** *UProvements*  
Ideas for tangible improvements on university campuses

**5** *Education*  
Ideas focused on improvements, products, programs, or services related to education.

**6** *Tech & Hardware*  
Ideas for new technological products including mobile stationary hardware, and other user-friendly improving tools

**7** *Web & Software*  
Ideas for new products, services, or applications run on either web or desktop software.

**8** *Mobile Apps*  
Ideas for new applications on mobile devices (iPhone, Android, Blackberry, etc)

**9** *Pitch @*  
Ideas for sponsors that come and hold pitch stations about the sponsor's products or problems they want answered.

**10** *Research*  
Applies to ideas for new research opportunities that could be explored at universities





## Key Timeline

<b>September 12</b>	<i>1000 Pitches Kickoff Event and start of competition</i>
<b>September 15</b>	<i>Pitch Booth Campaign Begins</i>
<b>Mid-October</b>	<i>“Monolithic” Marketing Event</i>
<b>November 9</b>	<i>Competition Ends</i>
<b>Mid November</b>	<i>Award Ceremony and Official end of 1000 Pitches</i>

## Vision

Spark SC aims to ignite a campus-wide conversation with this inaugural 1000 Pitches event. 1000 Pitches will inspire students to actively engage with the problems around them and pursue their entrepreneurial solutions. We want 1000 Pitches to be the gateway for students into the growing entrepreneurial community in Los Angeles.

Contact us at [1000Pitches@sparksc.org](mailto:1000Pitches@sparksc.org)  
to learn more and see sponsorship details!

To learn more about Spark SC,  
visit our website at  
[www.sparksc.org](http://www.sparksc.org)