



## Pitch First: Overview

**Pitch First (PF)** is one of the events under **Ideacraft** organized by the **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, **22 September 2018**, taking "**Capturing Business Ideas within Societal Changes**" as its theme. In PF, selected participants passing the First Round will compete in the Semifinal and Final Rounds at Cilandak Campus of Universitas Prasetiya Mulya. Prospective participants of PF are to submit an original business plan that aims at the changes in 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 34,000,000** (excluding taxes):

1.	1 <sup>st</sup> Team	: IDR 15,000,000
2.	2 <sup>nd</sup> Team	: IDR 10,000,000
3.	3 <sup>rd</sup> Team	: IDR 7,000,000
4.	Favourite Team	: IDR 1,000,000
5.	Best Pitcher	
	Business Idea	: IDR 500,000
	Media Social	: IDR 500,000



## Pitch First: Registration

1. Fill in the online Registration Form on [www.ideacraft.id/pitchfirst](http://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*);
  - Instagram account to proof your Instagram post (for details of the video see the *Rounds*). Make sure the 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

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

**Early Bird Registration : 21 April – 4 May 2018**

**IDR 100,000 / team**

(For the first 10 team registered : additional **discount IDR 30,000**  
with referral code: EARLYBIRD)

**Normal Registration : 5 May – 31 August 2018**

**IDR 100,000 / team**

- The prices indicated above **do not include accommodation**.
- Deadline for early bird registration is Monday, **4<sup>h</sup> May 2018** by 18:00 WIB by which time all requirements pertaining to PF competition participation must already be settled.
- Deadline for normal registration is Friday, **31<sup>st</sup> August 2018** 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:

**Yayasan Prasetya Mulya**

**BCA KCU SCBD, Jakarta**

**006-309-3669**

- 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.

## 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 from the registration date. Regardless of the source of the inspiration, the business idea proposed to PF committee must clearly present innovation/improvement/added valueness to the existing business idea without any legal infringements (See *Disclaimers*).
2. The business idea must address social and environmental problems within societal changes.
3. 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.
4. 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.
5. A participating team may consist of **one** or **two members**, which must be clearly indicated in the registration period.
6. Every member of any given team must currently be a registered undergraduate students **from one same university**.
7. Each team must submit all the requirements within the set deadline. (See *Registration and Rounds*)

8. Upon successful registration, teams will undergo a shortlisting selection by a board of adjudicators in the First Round.
9. 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.
10. The shortlisted 20 teams entering the Semifinal Round must prepare 2 sets of slides: one set for competing in the Semifinal Round (2 minutes presentation), the other for the Final Round (7 minutes presentation).
11. The shortlisted 20 teams must be present at the registration counter to re-register at least 15 minutes prior the start of the Semifinal Round.
12. The shortlisted 20 teams that for any reasons do not 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 PF Committee.
18. The boards of adjudicators on duty are Universitas Prasetya Mulya lecturers and various of experts.
19. In all cases in any round throughout the competition, **the adjudicators decisions are final and irrefutable.**

FIRST ROUND

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



SEMIFINAL ROUND (TOP 20)

2 MINUTES PRESENTATION + 3 MINUTES Q&A



BEST 10 TEAMS



FINAL ROUND (TOP 10)

7 MINUTES PRESENTATION + 8 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](http://www.ideacraft.id/pitchfirst), and a **60-second Pitching Video about Pitch First Event** in Instagram. 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 Thursday, **31<sup>st</sup> August 2018**. (See the *Executive Summary Guidelines*)
- Each team is required to make 2 videos with a maximum of **60-second Pitching Video** each to provide both verbal and visual impressions for the adjudicators consideration. The pitching video about Pitch First 2018 must be uploaded to Instagram and be hashtagged and tag to @ideacraft.id with #yourideasmatter #PitchFirst2018. This video will be used to determine the Best Pitcher in Social Media Category. (The calculation will be closed by 12.00 WIB on Thursday, **31<sup>st</sup> August 2018**).
- The adjudicators will shortlist 20 teams based on the **assessment of Executive Summaries and the Pitching Videos of Business Plans** to enter the Semifinal Round.
- The results will be communicated to participants via e-mail on Wednesday, **12 September 2018**.
- The shortlisted 20 teams are required to prepare 2 sets of presentation slides for competing in the Semifinal Round (2 minutes presentation) and in the Final Round (7 minutes presentation).
- The shortlisted 20 teams are required to be present at a technical meeting (See below).



## 2. Technical Meeting

- A technical meeting will be held on Friday, **21<sup>st</sup> September 2018** at Universitas Prasetiya Mulya, Cilandak Campus, from 13.30 WIB.
- Each participant is required to bring his or her valid student ID card and two pieces of 3x4 color photo.
- On the technical meeting day will be socialized details of Pitch First Competition's rules and its rundowns.
- The set of **presentation slides for the Semifinal Round must be submitted during this technical meeting**. Belated submission will not be accepted and revision will not be permitted.



### 3. The Semifinal Round

- The Semifinal Round will be held on Saturday, [22 September 2018](#) at Universitas Prasetiya Mulya, Cilandak Campus, from 08.00 WIB.
- The shortlisted 20 teams 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 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 **2 minutes** plus **3 minutes** for the question and answer (Q/A) session. Excess time due to a shorter presentation will *not* add up to the pre-alloted 3-minute Q/A session.
- PF committee reserves all the rights to terminate any presentation that exceeds 2 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, [22 September 2018](#) 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 is required to present and explain the business plan in more detail to a panel of adjudicators.

- Each team will be given 15 minutes, i.e. **7 minutes** for presenting and **8 minutes** for the Q/A session. Excess time due to a shorter presentation will *not* add up to the allotted 8-minute Q/A session.
- PF committee reserves all the rights to terminate any presentation that exceeds 7 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 Guidelines

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 2018 should:

1. Summarize a business idea that is original and reflects Pitch First Competition 2018 "Capturing Business Ideas within Societal Changes" theme, which is giving the solution to a problem emerging due to changes in society.
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/service 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 1-2 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 2018 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 Prasetya 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.