



KIND[®]

PERFECT PITCH



Since 2004, KIND Healthy Snacks (KIND) has been on a mission to create a kinder and healthier world –one snack and one act at a time. As part of our mission, the KIND Diversity, Equity, and Inclusion (DEI) team is working to build a world that’s diverse, inclusive and equitable. Our continued DEI efforts will help address the inequality and inequity often faced by groups of people who are overlooked in many areas of society. We provide resources and fiscal contributions that support engagement and increased representation in a world we’re committed to living in.



What **KIND** of success are you? We want to know.

We created the **KIND Perfect Pitch Challenge** to encourage students to engage in a hypothetical real-world business environment by solving modern-day business problems. Where do you come in? You and your team will build a real business pitch – ideas, documents, and all. Your knowledge, insights, and creativity will be needed to convince the panel of judges, composed of KIND’s executive leadership, that your solution would have a real-world return on investment.

The essential question

How can KIND reach Gen Z (born after 1995) shoppers to further expand its consumer base (household penetration and brand awareness) and drive sales and profit while being true to our mission and core values?

Your assignment

This year's case study focuses on sales, marketing and consumer outreach to targeted demographics as it relates to changes in consumerism, due to inflation and continuous interruptions of the supply-chain leftover from the COVID-19 Pandemic.

As you evaluate the questions below and build out your solution, keep in mind how you, and those you know, might have changed regarding your shopping habits and behavior.

- 1** What channels or retail outlets would you target for reaching this consumer base?
- 2** Are you creating a new product and how is that supported?
- 3** Is there a new sales, marketing, or distribution strategy that you can implement to further drive growth within the targeted consumer demographic?
- 4** What e-commerce solutions or ideas can you leverage to further support your solution?

Your judging panel

KIND's own executive leadership team, and select departmental heads, will bring their wealth of business aptitude, historical knowledge of the KIND brand and their own marketing smarts to analyze the solutions presented by all the presenting teams.

As participants, you should feel your critical thinking and research skills are unlimited!

Explore your creativity and think of all possible scenarios that you and your team can solve.

Feel free to go beyond in developing a new business process that would provide a return on investment, or a new product to put on the shelves. Ideas are your currency, – spend it well and have fun!

Whatever you create, make sure you build out the supplemental documentation and information needed to support your case.

Supporting materials might include: Marketing Analysis, Product Design, Strategy documents, Technical and Cost Analysis documents (making a product, packaging, and cost/profit), Consumer analysis (desire for the product or solution), SWOT analysis and more.

Out of Scope Solutions

Teams should consider the following solutions/ideas as out of scope and not a viable consideration by the judges:

- Smartphone App

KIND is currently developing a smartphone application and is not considering any additional enhancements or features at this time.

KIND is your mission, your team is the opportunity.

Your ideas and creativity can make it real! The supporting materials that you create to sell your pitch to the judges can be expressed in whatever way is most genuine.

Solutions can range from developing a new business process that would provide a return on investment the development of a new product to put on the shelves. Whatever you decide, make sure to provide supporting documentation that supports your case.

Supporting materials can include Marketing Analysis, Product Design, Strategy documents, Technical and Cost Analysis documents (product creation, packaging, cost and or profit), Consumer analysis (consumer desire for the product or solution), SWOT analysis, and whatever else helps support your ideas.



It's time! Plan for your presentation today.

Teams will have 40 days to work their solution(s) into a case study. KIND will provide you with our consumer and marketing sampling data and a mock P&L (profit & loss) statement. From there, teams are encouraged to do their research, and build out their solution.

On the big day, teams will have **10 minutes to present their solution**. Our judges will be provided with a **20-minute window to review and ask questions**. Teams should come well prepared, as our judges are from different areas of the business and will ask questions pertaining to marketing, sales, operations, logistics, supply chain and other perspectives.

Ideas will be evaluated on a 1-10 point basis:

Judging criteria:

- **Success:** What is needed to prove that your solution will be successful in the marketplace?
- **Speed:** How quickly can your solution be implemented/produced and what is the complexity behind the logistics?
- **ROI:** Cost to implement a solution and a returning profit?
- **Future Innovation:** Is the solution scalable?
- **Marketing and Sales:** Are you reaching the targeted demographic, and how do you ensure that you're not going to cannibalize your consumer base?
- **Competitive:** Will the solution bring a competitive edge for the business?

In the event of a tie, teams will receive 5 minutes of pitch time to expand upon why their solution is better than their competitors. During this extra 5-minute period, teams can provide additional information. At the end of the 5-minute period, judges will add in an additional three categories to judge the tied teams to make a break:

- **Case Study Preparedness:** How well were the teams prepared for the tie breaker session.
- **Quick/Critical Thinking:** How well were the teams able to think on their feet in the tie breaker round.
- **Presentation:** Overall presentation of their solution and confidence to make their pitch to the judges.

Assemble your team and get ready!

What you need to know:

- Team members must read all the contest rules before submitting their information.
- Teams need to be selected and submitted to KIND by Monday, September 11, 2023

The following information should be included:

- Team Name, Student's email, Student's Name, Student's Age, Student's Academic Status (Year, Full time, GPA), Student's degree, and Student's expected graduation year.
- Case study materials will be delivered to the teams on September 12, 2023, by no later than 10 AM EST via an upload into the FAMU Canvas Portal – managed by FAMU Faculty.
- Coaching windows will be made available on the week of September 25, 2023. Exact windows for booking will be delivered to the teams by September 18, 2023, no later than 12 PM EST.
- All student teams will be required to submit their materials electronically to the KIND Perfect Pitch team by Friday, October 20, 2023, no later than 11:59 PM. Any material submitted after this point in time will not be accepted into the KIND Perfect Pitch Challenge.
 - Student teams can submit their materials to the FAMU-Canvas Portal. FAMU faculty will be responsible for submitting a time sheet showing all materials were received by the deadline.





Qualifications

To participate in the Perfect Pitch challenge, the following requirements must be met:

- Team sizes shall be comprised of no more than 3 people
- All team members must be enrolled full-time at the university
- All team members must have a minimum 2.5 GPA
- All team members should have a minimum of 1 semester of schooling left before graduation
- Team members should be achieving a B.S in areas such as business, engineering, marketing, sales, graphic communication, journalism or entrepreneurship

The KIND Perfect Pitch Challenge will be accepting a maximum of 5 teams to participate in the challenge.

Prize Information and Rules

The top three winning teams will receive a monetary prize for their work. The funds will be split equally amongst the team members and be used towards the student's academic costs. The prize money will be delivered directly to the school on behalf of the student winners to be credited to their account(s).

Cash Value of Awards:

- First Place: \$25,000
- Second Place: \$10,000
- Third Place: \$5,000

Be the
change
you want to see
in **the WORLD**

KIND — Mahatma Gandhi



KIND Perfect Pitch Challenge

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. BY PARTICIPATING IN THE CONTEST, YOU ARE AGREEING TO THESE OFFICIAL RULES.

PURPOSE: The KIND Perfect Pitch Challenge is an event designed to encourage students at Florida A&M University ("Sponsor") to think about working in a real-world business environment by solving hypothetical modern day business problems, with inventive and creative solutions. Through their participation, students will be challenged to build and create real business documents to make their "pitch" and convince the panel of judges that their solution would have a tangible return on investment.

The KIND Perfect Pitch Challenge (the "Contest") begins on September 12th, 2023 at 2:00:01 p.m. Eastern Standard Time ("EST") and ends on October 26th, 2023 at 6:59:59 p.m. EST (the "Contest Period").

ELIGIBILITY: The Contest is open only to students selected by Sponsor's administrators who are legal residents of the United States and eighteen (18) years of age or older at the time of entry ("Entrant"). Entrants will be placed into groups of three (3) teams (each, a "Team") by Sponsor's administrators. Employees of KIND LLC (the "Brand Partner"), Mars Wrigley Confectionery US, LLC, and their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies (collectively, "Contest Entities") and their immediate families (parent, child, sibling and spouse and their respective spouses, regardless of where they reside) and persons living in the same households as each of the foregoing (whether related or not) are not eligible to participate in the Contest or win a prize. Contest is subject to all applicable federal, state and local laws. Void where prohibited by law.

HOW TO ENTER: Each Team must submit a business "pitch" answering the following question (the "Entry Materials"):

How can KIND reach Gen Z (born after 1995) shoppers to further expand its consumer base (household penetration and brand awareness) and drive sales and profits while being true to our mission and core values?

The Entry Materials shall consist of a presentation submission (which may be in any tangible form, including PowerPoint, video, otherwise) and any supplemental documentation and information needed to support the business "pitch." Entry materials may include such items as a marketing analysis, product design, strategy documents, technical and cost analysis documents (how to make the product, package it, and at what cost/profit), consumer analysis (consumer desire for the product or solution), and SWOT analysis.

The Entry Materials must also include a live presentation by the Team on October 26th, 2023 to a panel of judges. The presentation shall be no longer than ten minutes in length, and the Team must subsequently answer any questions posed by the judges for an addition twenty (20) minute period.

During the Contest Period, Entrants must submit their Entry Materials electronically to the FAMU SBI Canvas Case Competition Shell by Friday, October 20th, 2023, no later than 11:59:59 PM EST and they must provide their live presentation on October 26th, 2023 by 4:00 PM EST (the "Entry Period"). Any material submitted after the Entry Period, will not be accepted into the Contest.

Entry Materials of erroneous or incomplete information will void the submitted Entry. Except as otherwise provided herein, Sponsor will not enter into any correspondence with an entrant regarding an

Entry. Entries generated by script, macro or other automated means or by any means which subvert the Entry process are void. Limit one (1) Entry per Team during the Contest Period.

REQUIREMENTS OF SUBMISSIONS. Submissions may not contain, as determined by Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity.
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message.
- is obscene or offensive; endorses any form of hate or hate group.
- appears to duplicate any other submitted entries.
- defames, misrepresents, or contains disparaging remarks about other people or companies.
- contains any personal identification, such as personal names or e-mail addresses.
- contains copyrighted materials owned by others, without permission.
- contains materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission.
- communicates messages or images inconsistent with the positive images and/or good will to which Contest Entities wish to associate; and/or
- violates any law.

Submissions must be in English and the original work of the Team and each Entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the Entrant, and/or which are subject to the rights of third parties, the Entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the Entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Entry null and void. By submitting an Entry, Entrant warrants and represents that he/she and any persons appearing or who are identifiable in the Entry consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.

By submitting an Entry, Entrant hereby grants permission for the Submission to be posted on kindsnacks.com or other Band Partner and/or Sponsor websites and social media channels. Entrant agrees that Contest Entities are not responsible for any unauthorized use of entries by third parties. Contest Entities do not guarantee the posting of any Entry and may remove any posted Entry at any time.

Judging: A panel of Judges will review each Entry and the Entry Materials submitted by each Team and recommend three (3) winners (the “Winners”). The Dean of the School of Business and Industry of Sponsor will provide the final selection of the Winners.

Judging Criteria: In determining the Winners, Judges will use the following equally weighted criteria (the “Criteria”) scored on a scale of one to ten (1-10) in order to judge each Team’s Entry Materials.

- Success requirements – what is needed to prove that your solution will be successful in the marketplace?
- Speed to deployment – how quickly can your solution be implemented/produced and what is the complexity behind the logistics?
- Return on Investment – cost to implement solution and returning profit?
- Future Innovation – is the solution scalable?

- Marketing and Sales Pitches – are you reaching the targeted demographic, and how do you ensure that you’re not going to cannibalize your consumer base?
- Competitive – will the solution bring a competitive edge for the business?

The top three (3) Entries with the highest scores will be potential prize winners, subject to verification of eligibility and compliance with these Official Rules.

In the event of a tie, Teams who are tied will be presented with another five (5) minutes of “pitch” time to expand upon why their solution is better than the solutions presented by the other Teams. During this five (5) minute period, teams can continue to present additional information as needed to make their case. At the end of the 5-minute period, Judges will add additional points on a scale of one to ten (1-10) for each of the three categories below:

- Case Study Preparedness – How well were the teams prepared for the tie breaker session?
- Quick/Critical Thinking – How well were the student teams able to think on their feet in the tie breaker round?
- Presentation – overall presentation of their solution and confidence to make their pitch to the judges.

In the event of a subsequent tie, the Judges will vote on the tied Entrants based on the Criteria, and the Entrant from that category receiving the most votes will be the Winner for that category.

Sponsor reserves the right to award fewer than three (3) prizes or not to award any prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

WINNER NOTIFICATION: Potential winners will be notified on or about October 27th, 2023. Sponsor’s decisions are final and binding on all matters relating to this Contest. Potential winners will be notified by email and or telephone and must complete an Affidavit of Eligibility, Liability and (where imposing such condition is legal) a Publicity Release, which must be returned within five (5) days of the prize notification. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor’s sole discretion, the applicable prize may be awarded to a runner-up. Sponsor, in its sole discretion and time permitting, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified, and an alternate prize winner may be selected.

PRIZES:

The following are the prizes (the “Prizes”) that will be distributed to the contest winners (the “Winners”). There will be a total of three (3) winners (as selected as set forth above), with the top scoring Team winning the first place Prize, the second highest scoring team winning the second place Prize, and the third highest scoring team winning the third place Prize.

First Place: \$25,000 total scholarship funds, evenly divided amongst each Entrant on the first place Team

Second Place: \$10,000 total scholarship funds, evenly divided amongst each Entrant on the second place Team

Third Place: \$5,000 total scholarship funds, evenly divided amongst each Entrant on the third place Team

The Prizes will be distributed to each Winner by Sponsor into the Winners’ student accounts no later than the last day of the following academic semester.

No prize transfer except with Sponsor's permission, which may be granted or withheld in its sole discretion without liability of any kind.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless the Contest Entities from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, photograph, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Brand Partner, Sponsor their designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

LICENSE/USE OF ENTRIES: By submitting an Entry, and to the extent allowed by law, you grant the Sponsor, the Brand Partner, and their designees a perpetual, worldwide, royalty-free, non-exclusive, sub licensable, unconditional and transferable license to edit, modify, cut, rearrange, add to, delete from, reproduce, encode, store, modify, copy, transmit, publish, post, broadcast, display, adapt, exhibit and/or otherwise use or reuse your Submission, name, photo, and biographical material including, but not limited to, all materials submitted in connection with the Contest in any and all media, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration, or compensation to entrant or any third party.

MISCELLANEOUS: Contest Entities are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries or photos; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes, the incorrect uploading of any story, photo or video, or in any Contest-related materials. Contest Entities are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Contest Entities are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, or in the event the Contest is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken using the judging criteria outlined above. Should multiple users of the same e-mail account enter the Contest and a dispute arises regarding the identity of the entrant, the authorized account subscriber of said e-mail account at the time of entry will be considered the entrant as long as such person is otherwise eligible and in compliance with these Official Rules. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line

service provider or other organization, which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, CONTEST ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

CHOICE OF LAW: Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants, winners, Sponsor or Brand Partner in connection with this Contest, shall be governed by, and construed in accordance with, the laws of the state of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the state of New York or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the state of New York.

WINNERS LIST: To receive the list of winners of prizes, send a #10 self-addressed stamped envelope for receipt by November 28th, 2023 to: KIND Perfect Pitch Contest, Winners List Request, 3 Times Square, 12th Floor, New York, NY 10036.

SPONSOR: Florida Agricultural and Mechanical University Foundation, Inc.