





CATEGORY DETAILS

Think you've got the next big idea? **Dealer's Den** is your chance to bring it to life. Step into the spotlight, pitch your startup to a panel of investors, and battle it out in the ultimate test of creativity, strategy, and persuasion. This is more than just a competition – it's where big ideas meet bold impact, and where the next generation of entrepreneurs prove that business can be profitable and purposeful.

Supporting Goals

Your pitch isn't just about making money – it's about making a difference. Every team must align their venture with a social impact. Choose one of these goals to power your business idea:

1. For every product sold, provide a direct benefit such as a meal, book, or resource to someone in need.
2. Build sustainability into the heart of the business by using eco-friendly and ethical sourcing.
3. Create employment and skill-building opportunities for marginalized groups such as refugees, people with disabilities, or low-income families.
4. Develop products or services that bring affordable solutions to essential needs like healthcare, education, or hygiene.
5. Reduce waste and protect the planet by adopting recycling, upcycling, or reuse strategies within the business model.





General Guidelines

- Teams must consist of **2-4 members**.
- **Elevator Pitch (2 minutes)**: Hook the judges with a powerful, concise introduction to your startup.
- **Full Presentation**: Showcase your product or service, business model, growth strategy, and financials. Seal the deal by making an equity offer that proves your venture's value.
- **Q&A Session (5 minutes)**: Face the heat as the judges put your idea to the test – only the sharpest and most convincing will rise to the top.
- The pitch will be evaluated on creativity, originality, clarity, the extent to which it demonstrates business value, and overall presentation.

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