



iTHEPITCHAZO!

Presented by

BANK OF AMERICA 

Overview

About the CHCC and Its Business Growth Initiative

The California Hispanic Chambers of Commerce (CHCC) is the largest statewide Latinx business association in the United States, consisting of nearly 80 regional chamber members and directly representing 44,000 business owners. Founded in 1978, CHCC advocates and promotes the accelerated scaling and growth of 800,000 Latinx entrepreneurs in California. A key strategic plan for the organization, the Business Growth Initiative (The Initiative) is a bridge to business expansion via contract procurement, capacity building, business trainings and matching capital sources with its members. The Initiative has evolved into a formal effort of preparing budding Latinx entrepreneurs to design business models that are fundable, smartly managed and sustainable in diverse industries and geographies.

The ¡Pitchazo!

The ¡Pitchazo!, sponsored by Bank of America, is a fast-paced venture pitching competition that leverages the massive amount of energy and support for startups working to change old business models. In the competition, Latinx entrepreneurs and small business owners will structure their ventures to increase the likelihood of funding. The ¡Pitchazo! rewards visionary Latinx entrepreneurs or Chamber members with exemplary skills, drive and commitment to bring new innovations to market that offer consumers a way to make their lives easy, safe and healthy.

The Structure of The ¡Pitchazo!

Applicants are narrowed to twelve (12) invited businesses that will learn from industry expert coaches in an intensive bootcamp session where their presentations are judged. That same afternoon, the top five (5) small and micro businesses will advance to the final round at the Stockton Arena to compete and pitch their businesses to the judges and the audience who will help determine the winner during a live event on Thursday, August 22, 2019 at the CHCC 40th Annual Statewide Convention in Stockton.

The ¡Pitchazo! platform incorporates audience engagement in the final selection of the awardee. Scoring from the audience totals 60% and 40% is allocated to the venture panelists.

Four Compelling Reasons to Participate in The Pitchazo!

1. Visibility and Recognition

Participating in The ¡Pitchazo! is a sure-fire way to gain exposure to venture capital firms, angel investors and corporate partners. For entrepreneurs seeking feedback, resources, strategic partnerships or all of the above, this is an unparalleled audience. The CHCC community is diverse, forward-thinking and eager to discover new innovations.

2. Fast Market Testing

Given that the successful candidate venture will be chosen by the audience and the panelists, The ¡Pitchazo! provides an opportunity to the entrepreneur to market test the business concept and model on the spot.

3. Grow as an Entrepreneur

There's no better way to spark inspiration than entering and participating in a startup competition. The application process will force you to put your business concept on paper and the live event will help you hone and master your pitching skills.

4. The Prizes

In addition to a cash prize of \$5,000, the winner of this years' competition will receive a prize package of business services valued at more than \$1,000 and gain visibility to grow as an entrepreneur.

Event Logistics

Thursday, August 22, 2019

University Plaza Waterfront Hotel
110 W Fremont St, Stockton, CA 95202
9:30 AM - 12:00 PM Boot Camp Session

Stockton Arena
248 W Fremont St, Stockton, CA 95203
1:45 PM - 2:45 PM The Pitch Competition

Timeline

- Monday, July 15, 2019: Application Launch
- Friday, August 9, 2019 at 6:00 PM: Application Deadline
- Monday, August 12, 2019: Announcement of Finalists
- Thursday, August 22, 2019 from 9:30 AM - 12:00 PM Mandatory Boot Camp
- Thursday, August 22, 2018 from 1:45 PM - 2:45 PM The ¡Pitchazo! Competition

Convention Admission/Registration

Finalists will receive two (2) convention registrations for Thursday, August 22, 2019. This includes access to ALL workshops, access to The ¡Pitchazo! Boot Camp, presentation and reception on Thursday, August 22, 2019.

Eligible Criteria

- Latinx-owned enterprise in any industry and geography; and/or a member of a regional Hispanic Chamber of Commerce;
- Must demonstrate the significant merits of a new technology, approach and/or its application for the benefit of the consumer;
- Must submit a presentation deck in digital form with current and complete information using the outline included;
- The ownership of the Latinx enterprise must not be part of a franchise or a subsidiary of an existing corporate concern.

Note: Past presenters at the Hispanic Shark Tank event are NOT eligible to participate in The ¡Pitchazo!

How to Apply

Eligible startups must complete the application above and submit along with a digital copy of the deck.

Deadlines

All applications must be emailed to Michell Nguyen at michell@cahcc.com by 6:00 PM on Friday, August 9, 2019

Applications received after 6:00 PM on Friday, August 9, 2019 will not be honored.

Mandatory Participation:

Thursday, August 22, 2019

University Plaza Waterfront Hotel

110 W Fremont St, Stockton, CA 95202

9:30 AM - 12:00 PM The ¡Pitchazo! Boot Camp Session

Stockton Arena

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Slide/Presentation Deck Requirement

All applicants must submit a slide/presentation deck of their venture and must adhere to the structure as referenced in the ATTACHMENT I. Failure to follow the structure AND inclusion of the content will result in immediate disqualification from the application process.

ATTACHMENT I

SLIDE DECK TEMPLATE

SLIDE #1

- THE "INTRO" SLIDE
 - NAME OF COMPANY
 - LOCATION OF COMPANY
- GRAPHICS/BRAND – PUT IN UPPER LEFT HAND CORNER OF SLIDE
- DATE OF PRESENTATION – LOWER LEFT HAND CORNER OF SLIDE
- PUT THE NUMBER "1" IN LOWER RIGHT HAND CORNER OF SLIDE

SLIDE # 3

THIS IS THE MOST IMPORTANT SLIDE IN YOUR DECK

- THE SOLUTION SLIDE
- TELL US HERE WHAT YOUR PRODUCT/SERVICE IS AND HOW IT FIXES THE PROBLEM STATED FROM SLIDE 2
- NO MORE THAN SIX BULLET POINTS HERE AND NO MORE THAN SIX WORDS TO SUPPORT EACH BULLET POINT
- CARRY-OVER BRAND, DATE FROM PREVIOUS PAGE, AND ADD "3" TO BOTTOM RIGHT SIDE OF THE SLIDE

SLIDE # 5

- REVENUE PROJECTION SLIDE
- REVENUE PROJECTIONS FOR THE NEXT 5 YEARS BEGINNING IN 2018, 19, 20, 21,22
- THESE REVENUE NUMBERS ARE TO BE PROJECTED BY A FACTOR OF "3" (THREE)
 - INSERT GRAPH AND EXPLAIN
 - CARRY-OVER BRAND, DATE FROM PREVIOUS PAGE, AND ADD "6" TO BOTTOM RIGHT SIDE OF THE SLIDE

SLIDE #7

- THE EXIT SLIDE
- SAME AS SLIDE #1
- ADD CONTACT INFO
- MIDDLE OF THIS SLIDE, IN BIG LETTERS....."THANK YOU!"
 - CARRY-OVER BRAND, DATE FROM PREVIOUS PAGE, AND ADD "8" TO BOTTOM RIGHT SIDE OF THE SLIDE

SLIDE # 2

- THE PROBLEM SLIDE
- STATE THE BUSINESS PROBLEM THAT YOU, AS A COMPANY, ARE ADDRESSING
- THIS SLIDE, NO MORE THAN SIX BULLET POINTS, NO MORE THAN SIX WORDS TO DESCRIBE EACH BULLET POINT.
- REPEAT BRAND/DATE FROM PREVIOUS SLIDE
- PUT THE NUMBER "2" IN LOWER RIGHT HAND CORNER

SLIDE#4

- THE GO-TO-MARKET SLIDE
- HERE YOU TELL US HOW YOU ARE GOING TO IMPLEMENT THE SOLUTION FROM SLIDE 3 IN 2 WAYS – SCALING AND REVENUE
- AGAIN, NO MORE THAN SIX BULLET POINTS, NO MORE THAN SIX WORDS TO DESCRIBE EACH BULLET POINT
 - CARRY-OVER BRAND, DATE FROM PREVIOUS PAGE, AND ADD "4" TO BOTTOM RIGHT SIDE OF THE SLIDE

SLIDE # 6

- THE TEAM SLIDE
- SMALL PICTURE/TITLE OF EVERY MEMBER OF YOUR TEAM & TITLE
- SAME FOR YOUR BOARD OF ADVISORS
 - CARRY-OVER BRAND, DATE FROM PREVIOUS PAGE, AND ADD "7" TO BOTTOM RIGHT SIDE OF THE SLIDE

APPLICATION

START-UP NAME: _____ CONTACT NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIPCODE: _____

CONTACT EMAIL: _____ PHONE NUMBER: _____

WEBSITE: _____ YEARS IN BUSINESS: _____

LATINO/HISPANIC START UP: YES NO ANNUAL SALES: _____

REPRESENTATIVE NAME: _____ TITLE: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIPCODE: _____

Questions:

1. Are you now a part of or have you graduated from an Incubator or Accelerator? If so, which one?

2. What was the NET income from your business last year? Net income is commonly defined as a business's revenues minus any costs of doing business.

3. What are the biggest hurdles your business had to face, and how did you and your business overcome them?

4. Why do you want to pitch your business at this competition?

5. Is your MVP/Prototype built? Are App, IOS and Droid versions ready?

6. How big is your team? What is their experience and expertise profile?

7. How are you incorporated Delaware C or S Corp? LLC? If not in Delaware, which state were you incorporated?

8. How much have you and your team invested to-date? What was the money spent on?

9. Do you have letters of support and/or customer testimonials? If so, please attach copies to your submission package.

LIABILITY AGREEMENT

I, _____ (print your full name), by submitting this signed application form and materials, warrant to the California Hispanic Chambers of Commerce (CHCC) that I have all rights, titles, and/or interest of (print the name of the Start-up)

_____.

I also guarantee that all the information submitted is accurate and completed, and that my submission does not violate a contractual or third-party rights including to patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right. I understand that the CHCC reserves the right to disqualify any submission that in its judgement violates the previous statement or the spirit of the The ¡Pitchazo!. Selection decisions are final and binding. I release full privileges to the CHCC to utilize my promotional video, logo, name, and pictures taken at the event for the purposes of marketing and promotion. I will receive no compensation from the usage of these promotional materials.

NAME (PRINT): _____

SIGNATURE: _____

DATE: _____

ATTACHMENT II

Suggested Readings and Resources

Below are links to strongly suggested readings and resources which may be useful in preparing your deck and doing your pitch.

A Word About Pitch Decks

A slide deck, startup pitch deck, presentation deck, pitch deck, investor pitch deck, etc., are terms referring to a “deck” or a slide presentation of 5 to 15 pages detailing key elements of a potential successful venture seeking funding from family, angels and venture capitalists. Of note, if the entrepreneur is pitching investors for investment dollars versus pitching for a grant or the equivalent, the investor pitch deck must contain one or two slides indicating the amount and type of financing needed as well as summarizing sources and uses and risk adjusted returns, exit options and a liquidity event date or schedule. The inclusion of the aforementioned is optional (but helpful) IF accessing capital is not the main purpose of the pitch. See the four links for templates and examples of pitch decks. However, be aware that the outline provided in the ATTACHMENT will be the MAIN point of reference during the review prior to, during, and after the Boot Camp and during the live presentation.

<https://pitchdeck.improvepresentation.com/what-is-a-pitch-deck>

<https://www.docsend.com/blog/pitch-deck-examples/>

<https://www.entrepreneur.com/article/333045>

<https://www.improvepresentation.com/blog/best-powerpoint-templates>

Blitzscaling and VC Capital

<https://www.wired.com/story/blitzscaling-is-choking-innovation/>

The key here is to make sure you have a profitable business model which has a sustainable competitive advantage or moat to protect your market position from the beginning. And secondly, to keep very alert eye and mind of the pros and cons of securing capital from the VC community given their expectations in terms of level of investing, time frame for scaling and roi.

Sustainability: The Next Generation Business Model

<https://blog.prototypr.io/sustainable-is-the-new-digital-918a888e05a9>

Since many of you bright and creative minds are all about technology or digital platforms, take a look at what is next...sustainable business models! This means that no longer is sufficient to capture market, generate profits and create maximum business value. The next generation of models incorporate lasting business practices which produce significant social, environmental and community development benefits or what is referred to as Impact Investing. See the links below for more on this topic.