

# MISSION ★ VETERAN ENTREPRENEURS

## Symposium & VET Tank Pitch Competition



*Aiming for the success  
of our veteran and military  
small business owners.*

**Wednesday | November 7<sup>th</sup>, 2018 @ 9:30<sup>am</sup> - 3:00<sup>pm</sup>**

**Kean University**

**STEM Building | 1075 Morris Avenue | Union, NJ**

*Gain a competitive advantage from expert panel discussions &  
participate in NJ's first Veteran-focused Pitch Competition.*

**VET Tank PITCH COMPETITION ★ KEYNOTE LUNCHEON**

**EXPERT ROUNDTABLE DISCUSSIONS ★ PROFESSIONAL PORTRAIT STATION**

**ENTREPRENEUR COUNSELING CLINICS ★ NETWORKING**

**MORE INFO & TO REGISTER:**

**[www.njsbdc-Mission-VeteranEntrepreneurs.weebly.com](http://www.njsbdc-Mission-VeteranEntrepreneurs.weebly.com)**

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Kean University

STEM Building

1075 Morris Avenue | Union, NJ

*Pitch your business to win prizes worth over \$20,000!*

& ATTEND TO WIN:

Raffle Prizes, include:

128GB Apple iPad, Beats Wireless Earphones by Dr. Dre, Myron's Cartenga Executive Briefcase & more ...

**VET Tank PITCH COMPETITION ★ KEYNOTE LUNCHEON**  
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### TENTATIVE Program Agenda

8:30 – 9:15am	Registration, Breakfast & Networking
9:15 – 9:30am	Welcoming Remarks
9:30 – 10:15am	PLENARY SESSION #1: LEADERSHIP <i>The Balancing Act - Managing &amp; Leading</i>
10:25 – 11:15am	PLENARY SESSION #2: FINANCING <i>Scaling with Purpose &amp; Backing</i>
11:25 – 12:15pm	PLENARY SESSION #3: DIGITAL MARKETING <i>Working Your Website &amp; Social Media Platforms</i>
12:30 – 1:15pm	KEYNOTE LUNCHEON:  <i>New Opportunities &amp; Advancements for NJ's Veterans</i> Jeff Cantor, Director, Veteran Economic Development, The State of New Jersey  <i>Your Path, Your Future, Your Advantage</i> Brigadier General Harris Jay Kline, Retired, Consultant
1:30 – 2:45pm	'VetTank' PITCH COMPETITION
2:45 – 3:00pm	CLOSING REMARKS: David Margulies, Regional Director, NJSBDC @ Kean University

### FEATURED:

On-site NJSBDC Counseling Clinic | Professional Digital Profile Photos



# MISSION VETERAN ENTREPRENEURS

## Symposium & VET Tank Pitch Competition

Wednesday, November 7<sup>th</sup>, 2018 | 9:30<sup>am</sup> - 3:00<sup>pm</sup> | Kean University, Union, NJ

### VetTank Pitch Competition Guidelines

\* Military & Veteran Spouses May Enter

The **VetTank Pitch Competition** awards the most inventive and dynamic veteran or veteran spouse entrepreneur with over \$20,000 worth of prizes that are strategically designed to help accelerate the winner's business. During this competition, participants will have the opportunity to contest for their chance to meet sponsors and investors as well as receive aid in making their pitch become a reality.

Each individual will have a maximum of three (3) minutes to pitch their idea or innovation to the judges. Throughout the competition, five finalists will be chosen to pitch to a reserved panel of sponsors and investors. The **GRAND PRIZE WINNER** of the **VetTank Pitch Competition** will receive prizes towards commencing their business venture. The Prizes are allocated as follows:

- In-Kind Marketing Services from SEMGeeks (\$10,000 Value)
- Rutgers Business School Executive Education Professional Development Training (\$4,995 Value)
- Office Space from EqualSpace (\$500+ Value)
- (5) Individual Expert Business Coaching Sessions via NJSBDC
- (5) Individual Mentorship Sessions via Veterati's Leadership Team
- (2) Individual Leadership Development Coaching Sessions via MEej, LLC (\$500 Value)
- (1) Professional Photo Package of (5) Individual Business Images via Greg Riccardi Productions (\$250 Value)
- 2018 Tax Preparation Services (\$250+ Value)
- Featured in Press Release covering the competition
- Guest Speaker in 2019 Mission: Veteran Entrepreneur Even

View Official Guidelines & Learn More at [www.njsbdc-MissionVeteranEntrepreneurs.weebly.com](http://www.njsbdc-MissionVeteranEntrepreneurs.weebly.com)

### VET Tank PITCH COMPETITION SPONSORS:



Sponsorship funds will be used to underwrite the expenses of this event.

Thank You For Your Consideration!

More Information: Shy Hopkins | 973.353.1414 | shyekah@business.rutgers.edu



# MISSION ★ VETERAN ENTREPRENEURS

## Symposium & VET Tank Pitch Competition

Wednesday, November 7<sup>th</sup>, 2018 | 9:30<sup>am</sup> - 3:00<sup>pm</sup> | Kean University, Union, NJ

### EVENT SPONSORSHIP LISTING

#### DIAMOND SPONSOR:

\$5,000

- 1 - 6' exhibit table, seating 2 people
- Company name and logo prominently displayed on event signage
- Company banner displayed in event location
- Company name and logo shown on event website
- 1 full-page color advertisement in event booklet/ handouts
- Company recognition in all event publicity
- Introduction of Keynote Speakers at Lunch
- Registration for 8 people
- Meals included

#### PLATINUM SPONSOR:

\$3,000

#### GOLD SPONSOR:

\$2,000

- 1 - 6' exhibit table, seating 2 people
- Company name and logo prominently displayed on event signage
- Company name and logo shown on event website
- 1 full-page color advertisement in event booklet/ handouts
- Company banner displayed
- Company recognition in all event publicity
- Registration for 6 people
- Meals included

- 1 - 6' exhibit table, seating 2 people
- Company name and logo prominently displayed on event signage
- Company name and logo shown on event website
- 1 full-page color advertisement in event booklet/ handouts
- Company recognition in all event publicity
- Registration for 4 people
- Meals included

#### SILVER SPONSOR:

\$1,000

#### BRONZE SPONSOR:

\$500

- 1 - 6' exhibit table, seating 2 people
- Company name and logo prominently displayed on event signage
- Company name and logo shown on event website
- One full-page B&W advertisement in event booklet/ handouts
- Company recognition in all event publicity
- Registration for 2 people
- Meals included

- 1 - 6' exhibit table, seating 2 people
- Company name and logo prominently displayed on event signage
- Company name and logo shown on event website
- One quarter-page B&W advertisement in event booklet/ handouts
- Company recognition in all event publicity
- Registration for 2 people
- Meals included

*Sponsorship funds will be used to underwrite the expenses of this event.*

*Thank You For Your Consideration!*

More Information: Shy Hopkins | 973.353.1414 | shyekah@business.rutgers.edu

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## Symposium & VET Tank Pitch Competition

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### SPONSOR - A - VET PROGRAM

#### *VetTank Pitch Competition*

<b>PLATINUM SPONSOR:</b>	<b>\$3,000</b>	<b>SILVER SPONSOR:</b>	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>Bring 4 Veterans to pitch in VetTank</li> <li>\$1,500 discount off of the \$3,000 Platinum Sponsorship Package</li> </ul>		<ul style="list-style-type: none"> <li>Bring 2 Veterans to pitch in VetTank</li> <li>\$500 discount off of the \$1,000 Silver Sponsorship Package</li> </ul>	
<b>GOLD SPONSOR:</b>	<b>\$2,000</b>	<b>BRONZE SPONSOR:</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>Bring 3 Veterans to pitch in VetTank</li> <li>\$1,000 discount off of the \$2,000 Gold Sponsorship Package</li> </ul>		<ul style="list-style-type: none"> <li>Bring 1 Veterans to pitch in VetTank</li> <li>\$250 discount off of the \$500 Bronze Sponsorship Package</li> </ul>	

#### *Event*

- Bring 1 Veteran Attendee, receive 25% off of a \$500 Bronze Sponsorship Package
- Bring 2 Veteran Attendees, receive 50% off of a \$500 Bronze Sponsorship Package
- Bring 3 Veteran Attendees, receive 75% off of a \$500 Bronze Sponsorship Package
- Bring 4 Veteran Attendees and be featured as a Bronze Sponsor
- Bring 5 Veteran Attendees and be featured as a Silver Sponsor

### *Attend to Win!*

#### *Raffle Prizes, include:*

**128GB Apple iPad, Beats Wireless Earphones by Dr. Dre,  
Myron Cartenga Executive Briefcase & more ...**

Raffle prizes are open to all event attendees and participants.

**View Official Guidelines & Learn More at**

**[www.njsbdc-MissionVeteranEntrepreneurs.weebly.com](http://www.njsbdc-MissionVeteranEntrepreneurs.weebly.com)**



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**Thank You For Your Consideration!**

More Information: Shy Hopkins | 973.353.1414 | shyekah@business.rutgers.edu

# **VET**Tank

## PITCH COMPETITION

The **VetTank Pitch Competition** awards the most inventive and dynamic entrepreneur. During this competition, active-duty military members, veterans and military/ veteran spouses will have the opportunity to contest for their chance to meet sponsors and investors as well as received aid in making their pitch become a reality.

To be considered for the one of 5 semi-finalist spots to pitch during the **VetTank Pitch Competition** and qualify for a grand prize, all entrants must first apply with a two (2) minute video submission pitch. 5 semi-finalists will be selected and notified. If chosen as a semi-finalist, you will receive complimentary registration for and you and a guest to attend the **VetTank Pitch Competition**. All participants will be provided 5 business coaching sessions after the **VetTank Pitch Competition** to strategically further develop their businesses.

Each individual will have allocated a maximum of three (3) minutes to pitch their idea or innovation to the judges. Throughout the competition, five finalists will be chosen to pitch to a reserved panel of sponsors and investors. The winner of **VetTank Pitch Competition** will receive prizes towards commencing their business venture. The Prizes are allocated as follows:

### **VetTank Pitch Competition Grand Prize Winner receives:**

- *In-Kind Marketing Services from SEMGeeks (\$10,000 Value)*
- *Rutgers Business School's Executive Education Professional Development Training (\$4,995 Value)*
- *Office Space from EqualSpace (\$500+ Value)*
- *(5) Individual Expert Business Coaching Sessions via NJSBDC*
- *(5) Individual Mentorship Sessions via Veterati's Leadership Team*
- *(2) Individual Leadership Development Coaching Sessions via MEej, LLC (\$500 Value)*
- *(1) Professional Photo Package of (5) Individual Business Images via Greg Riccardi Productions (\$250 Value)*
- *2018 Tax Preparation Services (\$250+ Value)*
- *Featured in Press Release covering the competition*
- *Guest Speaker in 2019 Mission: Veteran Entrepreneur Event*

### **VetTank PITCH COMPETITION SPONSORS**



## **VetTank Pitch Competition Rules**

1. To be considered for the one of 5 semi-finalist spots to pitch during the **VetTank Pitch Competition** and qualify for the grand prize, all entrants must first apply with a video submission pitch, based on the below criteria.
2. Entrants can be one person or a team and must have at least one team member who is an active duty military member, veteran or military/ veteran spouse. There is no limit to the number of team members allowed; however, those who pitch must have an equity stake in the business.
3. Your pitch must focus on what products or services you can offer.
4. Your business model must be original and designed to generate sales/revenues and profits.
5. Applicants must not exceed the established time limits for pitch presentations, which have been specified for each round of the competition.
6. Incorporating or utilizing props, PowerPoint presentations, all forms of media, or any external aids to facilitate your pitch presentations is acceptable.

**Entry Deadline: Saturday, October 27<sup>th</sup>, 2018, at 11:59 p.m. EDT.**

### **Overall Pitch Criteria**

Your pitch should address the following questions:

1. What problem does your business solve?
2. What are you selling, and who are you selling to?
3. How much are you selling it for?
4. What are your current and projected sales revenues?

### **Video Submissions**

To submit your recording:

1. All video submissions must be no more than two minutes in length.
2. Upload your video to [YouTube](#). Label and save your uploaded video with the title: **2018 VetTank Pitch Competition (your business name)**.
3. Email the link from your YouTube video [shyeka.hopkins@rutgers.edu](mailto:shyeka.hopkins@rutgers.edu). In the email message, please include your name, email address, and phone number. Label the subject line: **2018 VetTank Pitch Competition**.

**Video submissions must be uploaded to YouTube, with the corresponding link sent to the email address listed above, by the entry deadline: Saturday, October 27<sup>th</sup>, 2018, at 11:59 p.m. EDT.**

***Please Note:*** The two-minute video submissions are intended to be a guideline for vetting potential semi-finalists. Contestants will not be disqualified for videos within the two- to three-minute range. However, this flexibility will not be applicable during the semi-final and final rounds. While on-site at the **VetTank Pitch Competition**, rules regarding time-length will be strictly adhered to.



### Semi-final & Final Rounds

Prior to the **2018 VetTank Pitch Competition**, 10 businesses will be selected from the first round of video submission.

Those 10 businesses will be narrowed down to 5 semi-finalists after a social media round of voting and will qualify to pitch on-site.

5 semi-finalists will be selected and notified. If chosen as a semi-finalist, you will receive complimentary registration for and you and a guest to attend the Pitch Competition

In order to qualify for the grand prize, semi-finalists must be present and prepared to deliver their pitches on-site, at the **2018 VetTank Pitch Competition**. The 5 selected semi-finalists will pitch their ideas to a panel of judges, in front of a live audience.

Each semi-finalist will have a time limit of 3 minutes to present their pitch. A question and answer session, led by the judges, will follow each presentation.

The top three finalists, as determined by the judges and audience, will pitch their business once more, but with a time limit of 60 seconds. Again, this will be followed by a question and answer session led by the judges.

Semi-finalists and finalists are not allowed to exceed the established time limits - external props or aids for pitch presentations are allowed.

**Please Note:** All semi-finalists and their guests are responsible for their own travel and hotel accommodations. In addition, as a contestant in the **VetTank Pitch Competition** your name and likeness may be used for future advertising and promotional purposes. It is advised that you obtain the appropriate legal documentation to protect your business idea or product. **VetTank** is not liable for duplication of your business idea or product by a third-party. Prizes will be released after all counseling sessions are completed.

**Again, the deadline to enter the contest Saturday, October 27<sup>th</sup>, 2018, at 11:59 p.m. EDT.**

***Don't miss your chance to pitch your big idea and win over \$10,000 worth of prizes!***

### General VetTank Pitch Competition Rules

The following is a list of basic rules for the NJSBDC's VetTank Pitch Competition. These rules and regulations are subject to change for each specific event/ competition.

- The pitch competitions are open to all U.S. active duty military, veterans and spouses of military/ veterans.
- Only one (1) qualifier or winner will be determined. Once a person wins a pitch competition, he/she is no longer eligible to win the pitch competition within the next 365 days. The decision of the NJSBDC's Judges is final.
- By entering a contest, he/she is giving the NJSBDC consent to publicize and/or broadcast his/her name, character, likeness, or voice on-air or online.
- Winners will be announced in person, during the VetTank Pitch Competition.
- All prizes, unless otherwise specified, must be picked up within thirty (30) days of completing the initial expert advising session provided by the NJSBDC. The NJSBDC will not notify winners of the time remaining on their winnings. It is the winner's responsibility to claim their winnings within the thirty (30) day period.
- In the event a winner chooses not to accept a prize, they forfeit any and all claims to the prize which can be awarded to the follow-up winner from the VetTank Pitch Competition.
- All unclaimed prizes will be forfeited.
- All prizes must be accepted as awarded by the winner, are non-transferable and non-exchangeable.
- Any applicable taxes and gratuities as a result of winning a prize are the responsibility of the prize winner.
- Proper identification is required prior to receiving the prizes (valid military ID, driver's license, passport, or other photo ID in conjunction with the active duty military member's/ veteran's DD214).
- The NJSBDC, C.O.B. (Close of Business) and participating sponsors will not be responsible or liable in any way in regards to the prize, or any aspect of the prize, not being available, due to circumstances beyond our control.
- The decision of COB in regards to the rules, and interpretations of these rules, is final.
- All contest rules and regulations are subject to change without prior notice.
- For entry via social media: Without limiting the foregoing, if entry in the VetTank Pitch Competition occurs via one or several of the official social networking pages for the NJSBDC, entry must occur during the applicable VetTank Pitch Competition entry period by means of the applicable third party service or site (each, a "Third Party Service"). To enter the VetTank Pitch Competition by means of a Third Party Service, you must have a valid account with the applicable Third Party Service and are solely responsible to ensure that your account settings allow the NJSBDC to view your account as required to administer the VetTank Pitch Competition (failing which, you may be disqualified).
- By creating an account with a Third Party Service, you agree to comply with such Third Party Service's Terms of Service. By entering VetTank Pitch Competition by means of a Third Party Service, entrants completely release any such Third Party Service of all liability in relation to his/her participation in the VetTank Pitch Competition. Entrants acknowledge that the VetTank Pitch Competition is in no way sponsored, endorsed or administered by, or associated with the Third Party Service(s) and that any questions, comments or complaints regarding VetTank Pitch Competition should be directed to the NJSBDC and not to Third Party Service(s)."



**Contact:**  
(973) 353-1927  
sbdinfo@njsbdc.com

## SPONSOR APPLICATION

<b>Company Name:</b>					
<b>Contact Name:</b>					
<b>Address:</b>					
<b>City:</b>		<b>State:</b>		<b>Zip:</b>	
<b>Telephone:</b>			<b>E-mail:</b>		
<b>Electrical Outlet for Exhibiting: (required)</b>					
<b>Attendee Name(s):</b>					

### **PAYMENT METHOD: (check one below)**

<b>Check:</b>		<b>Credit Card:</b>		<b>Invoice Needed:</b>	
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### **PAYMENTS MADE VIA CHECK:**

Payments made by check must be made payable to:  
**Rutgers University/NJSBDC**

*Mailed to:*  
NJSBDC Headquarters  
Attn: Shy Hopkins  
1 Washington Park, 8<sup>th</sup> Fl.  
Newark, NJ 07102

### **PAYMENTS MADE VIA CREDIT CARD:**

Secured credit card payments can be made online at:

<https://www.eventbrite.com/e/women-warriors-in-business-tickets-32671745069?discount=SPONSOR>

***Thank You for supporting the NJSBDC!***