

# GUIDELINES

1. The competition will be open to the students of Westminster College and William Woods University and the finalists will present at William Woods University on October 30, 2025.
2. No more than 3 participants will be chosen from each educational institute to compete in the final. Finalists will be selected through a screening process at each institute. **Each applicant must already operate or plan to operate their business.**
3. Each presenter will have 10-minutes for presentation and 10-minutes for Q&A sessions. A panel of judges will evaluate the ideas. Presentation time will be strictly monitored.
4. Participants will be notified of their presentation time a week before the competition. Family and friends are welcome to attend. Competitors may not attend other competitors' presentations until they have first presented.
5. Winners will be announced immediately following the competition at a reception. Awards will be distributed to 1<sup>st</sup> and 2<sup>nd</sup> winners once requirements are met and provided to the Chamber.
6. It is up to each competitor to determine how much time is spent on developing an idea to create a powerful presentation. Classes will be provided via Zoom to assist in developing business plans. Participants are encouraged to attend these classes, but it is not required to pitch at the competition.
7. Finalists must attend meetings with an assigned business counselor at least once to refine their pitch presentation and better understand the scoring criteria. Additional business counseling will be made available upon request.

Business Counselor:

- Brianna Kliethermes, [businessrelations@callawaychamber.net](mailto:businessrelations@callawaychamber.net)

8. Applications to participate in the competition must be received no later than Monday, October 13, 2025, at 5 PM. Presentations are not due until 5 PM on October 28, 2025.

Contact Brianna Kliethermes at 573-642-3055 or [businessrelations@callawaychamber.net](mailto:businessrelations@callawaychamber.net) with any questions.

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1. A well thought out presentation is important to a competitor's success. A presentation may include the following:

- Power Point slides
- Proto-Type
- Videos
- Live Demo

(Any other visual aids that you require will need to be coordinated with Brianna Kliethermes at [businessrelations@callawaychamber.net](mailto:businessrelations@callawaychamber.net), 573-550-1885 in advance)

2. It is recommended that presentations cover the following topics:

- Introduction (company/business idea, and the presenter)
- Opportunity/Pain Point/Problem
- Value Proposition (a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service)
- Market Size
- Competition
- Sales and Marketing Strategy
- Business Model/Financials/Projections
- Management Team
- Funding Requirements/The Ask

3. Appearance is important while presenting. Dress Code: Business attire required.

4. Final presentations must be emailed to Brianna Kliethermes at

[businessrelations@callawaychamber.net](mailto:businessrelations@callawaychamber.net) by Tuesday, October 28, 2025, 5:00 PM CST (No Exceptions) for back up purposes, bring a copy of your presentation on a flash drive the day of the competition.

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## **First-Place:**

Prize Money

(2) Tickets to the Chamber Business Breakfast

1,000 Business Cards provided by ***General Printing***

5 Business Name Badges provided by ***B-Line Engraving***

\$300 in Marketing on KFAL by ***Zimmer Communications***

SWAG Bag

Plaque

## **Second-Place:**

Prize Money

(2) Tickets to the Chamber Business Breakfast

5 Business Name Badges provided by ***B-Line Engraving***

\$250 in Marketing on KFAL by ***Zimmer Communications***

SWAG Bag

Plaque