

GUIDELINES

1. The competition will be open to the public and will start at 9 AM CST and conclude by 1 PM CST at William Woods University, on Thursday, October 30, 2025.
2. No more than 6 participants will be chosen from the application pool to compete in the final. Finalists will be selected through a screening process via Zoom. **Each applicant must already operate or plan to operate their for profit business in Callaway County and has earned less than \$150,000 in annual gross revenue as of Sept 2025.**
3. Each presenter will have 8-minutes for presentation and 8-minutes for Q&A sessions. A panel of judges will evaluate the ideas. Presentation time will be strictly monitored.
4. Competitors 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. Cash awards will be distributed to 1st and 2nd winners once requirements are met and provided to the Chamber. Awards include: First Place: \$3,000 and Second Place: \$1,500
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 at the Chamber 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.
8. Applications to participate in the competition must be received by Brianna Kliethermes no later than Monday, October 13, 2025, at 5:00 PM. Presentations are not due until 5 PM on October 28, 2025.

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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, 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/Solution (a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service)
- Market Size/Opportunity
- 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 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:

\$3000 prize money

(2) Tickets to the Chamber Business Breakfast

(2) Tickets to the Chamber Annual Banquet

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***

1/6 Page Ad in the Community Profile Magazine for 2026

SWAG Bag

Plaque

Second-Place:

\$1500 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