

Red Rock STARTUP!

CONTEST RULES:

General:

- 1) **Eligibility for Youth Division:**
 - a. age 18 and under on January 1, 2022
 - b. resident of Marion County, Iowa or enrolled in one of the following school districts: Twin Cedars, Knoxville, Melcher-Dallas, Pella, PCM, Pella Christian, or Pleasantville
 - c. pitch idea is for a for-profit business
 - d. no multi-level marketing companies
 - e. startup concept for a new business that is to be in Marion County, Iowa or an existing Marion County, Iowa business operating for less than 3 years
- 2) **Eligibility for Adult Division:**
 - a. pitch idea is for a for-profit business
 - b. preference to Marion County, Iowa residents
 - c. no multi-level marketing companies
 - d. age 18 & under can compete in Adult Division if they meet all criteria for the Adult Division
 - e. existing business located in Marion County, Iowa that is less than 3 years old and has fewer than 5 full time employees or a new business concept that is to be in Marion County, Iowa
- 3) **Confidentiality:** All entrants should be aware that pitches will be presented in a public forum. Confidentiality is not guaranteed in any way. Applicants should exclude sensitive or confidential information from their pitches and not include confidential material in your Executive Summary/submissions. The live pitch presentation and awards ceremony portion of the competition is open to the public at large. All the public sessions may be broadcast to interested persons through promotion and media which may include print, radio, television, social media, and the internet. Any data or information discussed or divulged in the public session by entrants should be considered information that will likely enter the public realm and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in this session.
- 4) **Non-Disclosure Agreements:** (NDAs) between an applicant and the judges, organizers and/or audience members will not be required or allowed. Organizers are not responsible for any confidentiality issues that may occur during the competition and will not be involved in any way with disputes arising therefrom.
- 5) **Privacy:** By applying, each applicant agrees to the organizer disclosing the applicant's personal contact information to its sponsors, judges, contractors, potential investors, and agents to assist in conducting the competition and communicating with entrants.
- 6) **Publicity and Promotional Activities:** Each applicant acknowledges and agrees that the non-confidential elements of the submitted material connected with the competition, including publication of the business concept, name and logo can be used in the public domain on the marioncountyiowa.com website, pella.org website, knoxvilleiachamber.com website and all other forms of advertising. The prize winner(s) must, at the organizer's request, participate in all promotional activity (such as publicity and photography) surrounding the award. Winners consent to the organizer using their name and image in promotional materials.
- 7) **Indemnity:** Each entrant agrees to indemnify and hold harmless the organizer from and against any liabilities, losses, claims, demands, costs (including legal costs), and expenses arising in connection with any breach or alleged breach by the applicant of any representation, terms or conditions of registration, or participation in the competition. You must register in advance. Business presentation order will be determined by committee prior to the competition. The maximum number of presenters is targeted for eight (8), but organizers reserve the right to reduce or increase the number of applicants selected and designated as finalists at their discretion.

- 8) **Disclaimer of Liability:** Organizers reserve the right to disqualify any entry that, in their judgment, violates the rules of the competition or is not aligned with the purpose of the competition. Organizers assume no responsibility to ensure the confidentiality of any information disclosed during the competition. This competition provides the opportunity for finalist entrants to present their ideas in a public forum. Applicants register and participate at their own risk. The organizer shall not be liable for any damage, loss, or injury suffered by reason of registering and participating in this competition. The organizer excludes liability for loss of income, loss of opportunity, personal injury, and damage to property, whether direct or indirect, consequential, or foreseeable due to some negligent act or omission or otherwise. The organizer accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted, or misdirected entries or correspondence whether due to error, omission, alteration, tampering, deletion, theft, destruction, transmission interruption, communications failure or otherwise. The organizer has no control over telephone communications, networks, or lines and accepts no responsibility for any problems associated with them, whether due to traffic congestion, technical malfunction, or otherwise. The organizer is not liable for any consequences of user error including (without limitation) costs incurred.
- 9) **Other Conditions:** Entrants may incur costs while participating in this competition and are responsible for those costs, including but not limited to, travel, meals, and accommodation expenses. Entrants warrant and represent to the organizer that they own all rights (including intellectual property) in the material they submit throughout the competition. The Marion County Development Commission staff has the sole discretion to disqualify and/or remove any individual or team for any reason that it deems appropriate before and/or during the pitch competition. All decisions regarding an individual's or team's removal and/or disqualification from the pitch competition are final. Judges' decisions are final.

Round One:

- 1) The maximum number of teams members for a single pitch is limited to 5 persons.
- 2) Each individual or team may enter only one idea or concept.
- 3) Applications must be submitted by February 25, 2022. The application must include the following items:
 - a. A video pitch of less than 4 minutes in duration. Visual aids, prototypes, and props can be used in pitch video.
(Upload video to OneDrive or submit a link to ceysink@marioncountyiowa.gov)
 - b. A written Executive Summary (2 page maximum)
- 4) All documents submitted must be in digital format and submitted to ceysink@marioncountyiowa.gov
- 5) Failure to submit any of the required documents may result in the disqualification of your application.
- 6) Applications will be accepted up to February 25, 2022, at 3 p.m. Central Time.
- 7) Finalists will be selected, and all applicants will be sent a notification email by March 11, 2022.
- 8) Finalists must reply by March 21, 2022, to the notification email to confirm participation in the live pitch event on April 7, 2022. Failure to confirm will result in disqualification.
- 9) Competition organizers reserve the right to delay or extend the registration period and adjust the number of finalists selected to make the presentation pitch at any time.
- 10) By applying, you agree to the competition terms and conditions.
- 11) If you are not selected as a finalist, you are encouraged to attend the live pitch event. You will have a great opportunity to network with like-minded entrepreneurs and learn about business resources.
- 12) Pitch ideas that are deemed to be deceptive, insincere, offensive, immoral, or unethical may be screened and disqualified.
- 13) Round one applications will be reviewed by a panel of 3 business experts based on criteria established for the contest. Notification to finalists and non-finalists will be sent by March 11, 2022.

Round Two:

- 1) It is the responsibility of the finalist to contact their assigned coach once notified of being a finalist to schedule the coaching session.
- 2) Presentation PowerPoints and Executive Summary are due March 28, 2022. The PowerPoint is optional. The written Executive Summary is required by March 28, 2022, in word or pdf format. PowerPoint presentations not submitted by March 28, 2022, will not be allowed.

- 3) The final round of the Red Rock StartUP! contest will be held live on April 7 starting at 5:30 p.m. Finalists must be in-person to pitch at the live event. Coordinators will determine the order of pitch presenters.
- 4) If one or more finalists cannot compete on the day of the live pitch event, alternate applicants may be selected to replace them. Organizers reserve the right to adjust the number of finalists at any time.
- 5) Visual aids, prototypes and props can be used in pitch. One 6-foot table will be provided for use in the presentation. Companies have 5 minutes to set-up. Set-up time will be stopped at 5 minutes.
- 6) Each company will be introduced by the event MC.
- 7) Up to three representatives of each finalist company will have up to 5 minutes to make their pitch presentation before a panel of judges. Pitches will be hard stopped at 5 minutes. Time will begin when the presenter begins speaking after the MC introduction. The presentation will be followed by up to 10-minutes Q & A with the judges.
- 8) Presenters must be physically present for the live event which will be held on April 7, 2022, by 4:30 p.m. for youth division and 5 p.m. for adult division. No prerecorded presentations will be permitted.
- 9) Participants will also be allowed 3 minutes for teardown.
- 10) All public sessions of the competition may be recorded and rebroadcast by event organizers, the public at large or members of the media. Participants should not expect or assume any rights of confidentiality related to data or information presented or discussed during the public session.
- 11) Winners will be announced at the conclusion of the competition and must be present to claim their award.

Registration for this competition is deemed as acceptance of these terms and conditions. Terms and conditions may be amended at the discretion of the competition organizer. All amendments of terms and conditions will be posted on www.marioncountyiowa.com. Entrants should review terms and conditions periodically for amendments.