

IT'S BACK!



UNIVERSITY OF RIO GRANDE & RIO GRANDE COMMUNITY COLLEGE

# STORM TANK

BUSINESS PITCH COMPETITION

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**\$4,000**  
**IN CASH PRIZES**

REGISTER - PITCH - WIN

MONDAY, MARCH 31 @ 4 PM  
FINE ARTS AUDITORIUM

PRESENTED & MADE POSSIBLE BY:

**NACCE**  
THE IMPACT OF ENTREPRENEURSHIP

NATIONAL ASSOCIATION  
FOR COMMUNITY COLLEGE  
**ENTREPRENEURSHIP**

# GUIDELINES FOR PARTICIPANTS

The Center for Entrepreneurship is hosting Rio's second annual student business pitch competition called "Storm Tank" on Monday, March 31, 2025.

Students -- this is your chance to win cash to go start or grow your business!

The top-placing teams/individuals will receive cash prizes to put toward their business:

- **1st Prize: \$2,000**
- **2nd Prize: \$1,000**
- **3rd Prize \$500**

*Remaining prize money will be distributed among participants in the final live pitch.*

Students are **required** to submit a one-minute video or one-page overview to Cole Massie (cmassie@rio.edu) outlining a problem or opportunity in the market with a proposed business solution **no later than Friday, March 21.**

The top teams/individuals will be selected based their short video/written pitches and notified by **Monday, March 24.** Then, they will have 5-7 minutes to do a live presentation of their business idea to judges from the local business community.

## Pitch Competition Guidelines, 1st Round:

- Submit a one-minute video or one-page overview to cmassie@rio.edu **by Friday, March 21st at 11:59 pm** and include the following:
  - Your business name and who's on your team
  - The problem you're trying to solve
  - How you propose to solve that problem with a business concept and who your potential customers might be
  - If you've already started a business, give a few highlights of that business
  - If this is still an idea for a business, show how it will operate and make money
- Other rules:
  - You can pitch a business you've already started or a business idea you're currently working on.
  - Individuals and teams of up to four are welcome to enter.
  - Any currently enrolled Rio student is eligible to submit (including CCP and graduate students).

Unfortunately, we can't take every submission to move on to the live competition. You will be notified if you've been selected **no later than Monday, March 24th at 12:00 pm.**

## 2nd Round, Final Live Pitch Information

### Monday, March 31, 4-6 pm, Fine Arts Auditorium

- Participants can bring whatever they need to sell their idea – a slide deck, a physical product, a sample – be creative!
- You'll have 5-7 minutes to make your pitch, and just a few minutes afterward for Q&A
- If you are in the final round, you are required to meet with Cole Massie (cmassie@rio.edu) **AT LEAST** once during the week of March 24 – March 28 to review your pitch. You will have as much support as you need to make your idea stand out.
- Additional guidelines and requirements will be shared in advance of the event.

# **DATES TO REMEMBER**

**Tuesday, February 25, 1-3 pm** - Information session @ 39 North Coffee Shop in Rhodes Student Center

**Monday, March 17, 9 am-Noon** - Information session @ 39 North Coffee Shop in Rhodes Student Center

**Friday, March 21** - Video/written submissions due to Cole Massie (cmassie@rio.edu)

**Morning of Monday, March 24** - Participants selected for live event notified

**Monday, March 24 - Friday, March 28** - Prep week for live pitch, including at least one meeting with Cole to go over your pitch and receive feedback

**Monday, March 31, 4 pm** - Competition starts, with each team/individual given 5-7 minutes to present and 3-5 minutes for Q&A