Overview

The Diller Center wants to provide Shippensburg students with the opportunity to express their unique ideas and reward them for their ability to express that idea in an already very competitive business world. This event will be structured around the premise of the tv-show Shark Tank. You will pitch your idea to a panel of judges ranging from professors to business owners from the community. You will compete against other students from SU for the prize pool of $3400.

Our Goal

We want to empower and encourage students to express their ideas and work their creative mindset. We want to reward the bold and brave for challenging themselves to think big to achieve their goals.

Who Can Sign Up?

If you are a Shippensburg University student, then you can sign up. You do not need to be an entrepreneurship major to participate. You can sign up as a sole member of your business or you can sign up with a group of Shippensburg University students to form a team.

Only one member of your team needs to sign up via the interest application. After your idea gets accepted you will be given the judging criteria, asked to create a business plan and prepare a 5-7 min pitch. See below for the deadlines.

The Rules

1. Your idea must be the original work of the members of your team. You will not be allowed to participate if your idea or service is a complete replica of an existing product or service.
2. You and your team can only submit one idea or concept.
3. You and your team must complete the whole application process and pass the preliminary round to be able to compete for the prize in front of the panel of judges.
4. Your pitch cannot go over the allocated time of 5-7 minutes.

Before the Day of the Event

This event is open to all students not just business students. We know idea of creating a business plan may be quite daunting, especially when you are not a business student, which is why we are here to help you succeed. Once you register interest you will be given the opportunity to attend workshops to help you complete and improve your business plan. We also recommend teaming up with another business student so that you can spread out those responsibilities.

In order to prevent a long-winded event, we will have only 6 teams presenting on the day, April 7th. There will be a preliminary round before that day. Teams will be chosen based on how well prepared they are.

Teams

All members of each team are expected to contribute to the pitch. There is no limit to how many students per team, however we recommend no more than 4 students per team.

If you would like to be a part of a team but cannot find any students to create a team you can select the looking for a team in the application and the organizers may be able to find a team for you. Please be aware that finding a team for you is not guaranteed.

Day of Ship Tank (April 7th)

The event will be from 6pm-8pm on April the 7th in the John L Grove Hall Forum, Room 101. You will have between 5-7 minutes to pitch your idea, meanwhile the judges will be scoring your presentation based on the judging criteria. See “Judging Criteria” in the information pack. Once all the participants have presented, the teams will be ranked based on how many points they earned. The placement of each team will be announced before the conclusion of the event.

Business Plan

Although there will be requirements for the structure of the business plan what you have in the business plan will be up to the discretion of the team. What we require in the business plan are the following:

- Identify the need
- Product/service overview
- Who your customers will be?
  - Demographics
  - Market size
- Marketing strategy
  - How you plan to make your product/service popular
- Competitors
  - What your plan is to capture market share from your competitors

The Pitch
The team’s pitch must not be a verbalized version of the business plan. The pitch needs to be a summarized but informative presentation that will convince the panel of judges that your idea and thought process is thorough and made with intent of success.

**Event Structure**

- : Interest opens
- : Team application/business plan last date to hand in
- : Cut to 6 teams

April 7th: Day of Ship Tank

**Prizes**

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Crowd favorite $500

**Have questions or concerns?**

Send an email to the event organizer Daniel Perry (dp4748@ship.edu) or stop by his office in Grove Hall, room 127, M,W,F: 8am-12pm, T,Thu: 8am-10am. If you would like to schedule a time outside my office hours email me to see if we can work something out.