



Dear Launch It: Cincy Applicant,

Thank you for your interest in the Launch It: Cincy Pitch Competition powered by Main Street Ventures!

Launch It: Cincy is a pitch competition exclusively for undergraduate students in the Greater Cincinnati, Northern Kentucky, and Greater Dayton region. Main Street Ventures is excited to bring this offering to our regional university students to support companies to stay in Cincinnati over the summer, build relationships within the Startup Cincy Ecosystem, and focus on building their business.

We have compiled this packet to guide you through the first phase of the process - the online application!

Check out the following resources included in this document:

- Program Information
- Program Timeline
- Application Focus Areas / Evaluation
- Tips and Tricks to make your application stand out

We are so excited to see your application and (hopefully) meet you at an [Office Hours](#) appointment!

Cheers!

The MSV Team



LAUNCH IT: CINCY PROGRAM OVERVIEW

Main Street Ventures created Launch It: Cincy, a pitch competition exclusively for undergraduate students in the Greater Cincinnati, Kentucky, and Greater Dayton area, to give young entrepreneurs the opportunity to grow their business, be a part of the Cincinnati startup ecosystem, and obtain funding and support for their startup.

INTRODUCTION AND PURPOSE

This competition was created to give young entrepreneurs (that's you!) a chance to rise to the top and build up the new generation of business leaders. [Click this hyperlink](#) to see the application you must complete to be considered for participation in the competition.

PROGRAM PRIZE PACKAGE

The unique prize package will support the winning teams to stay in Cincinnati over the summer, build relationships within the Startup Cincy Ecosystem, and focus on building their business.



VALUED AT OVER \$28,000

PROGRAM TIMELINE

PHASE 1: APPLY

September 1

- Application Opens

September 1 – October 8

- MSV Office Hours

October 8

- Application Closes

October 15

- Finalists Announced

PHASE 2: PITCH

October 18 – 22

- Attend Pitch Training

November 4

- Pitch Night @ 1819 Innovation Hub
- 5 minute Pitches with 5 minutes of Q&A

PHASE 3: BUILD

May 24, 2022

- Program Begins with Kick-Off Dinner

August 13, 2022

- Program Ends
- Grant Award Dinner

October, 2022

- Startup Showcase

APPLICATION EVALUATION

The application will be evaluated by members of the Greater Cincinnati Startup and Business Communities. [Please see the rubric for the specific evaluation criteria.](#)

- Business Idea / Opportunity
- Background of Founder / Founding Team
- Understanding of Business Concept
 - Market Size
 - Customer Discovery
 - Competitive Landscape
 - Potential for Growth / Revenue Plan
- University Recommendation
- Quality of written responses

HELP YOUR APPLICATION STAND OUT

- **Include Extra Documents**
 - Consider if there is anything else you would like us to know about, that may not have been mentioned on the application requirements. What other documents have you created that could show us an inside look into your business?
- **University Reference**
 - Seek out a faculty member or staff member of your university who you feel would give you a recommendation. They will receive a form to answer the following: Do you think this founder or founding team has the expertise and commitment to carry this out? What are your thoughts on the business concept? Lastly, give a brief description of your relationship with the founder or founding team.

STAY IN THE KNOW

Follow MSV on social media and join the conversation!

- [Twitter](#) @mainstcincy
- [Facebook](#)
- [LinkedIn](#)
- [Newsletter](#)

If you have any questions, please feel free to email us info@mainstventures.org