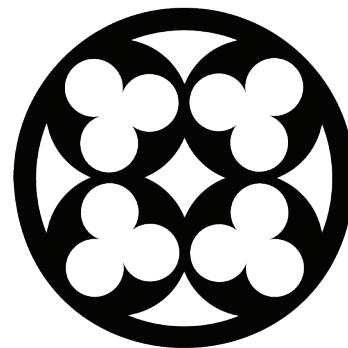


# (TAP)

The Achievement Pitch

## 2024 Information Package Guidelines & Rules



Delta Mu Mu Chapter, Omega Psi Phi Fraternity, Inc. &  
Oglethorpe University Hammack School of Business, Center for  
Entrepreneurship & Innovation  
<https://www.dmmomega.org>

# OVERVIEW

## What is TAP?

The Achievement Pitch (TAP) is a student-based, social enterprise pitch competition to address social and environmental challenges in communities of color while encouraging and advancing entrepreneurship among college students. It involves creating, submitting, and presenting original, innovative content in business and social venture concepts. Plans will be presented to a panel of judges for evaluation based on a) content and concept, b) impact on a community of color, and c) venture viability. Two (2) monetary awards totaling \$3,750 will be granted to ventures participating in TAP.

This program is part of Delta Mu Mu Chapter, Omega Psi Phi Fraternity's Achievement Week activities. It is held in partnership with Oglethorpe University Hammack School of Business Center for Entrepreneurship and Innovation. Celebrating its 103<sup>rd</sup> anniversary, the Fraternity's Achievement Week's purpose is to encourage and support achievement for the collective good among today's youth in communities of color.

## Why Compete?

TAP is designed to advance entrepreneurship among college students of color while serving the urban community's needs and challenges. It seeks to demonstrate that profits and purpose are not mutually exclusive and can go hand in hand. The non-dilutive cash awards are designed to help fund these budding entrepreneurs' early-stage ventures and support the needs of enterprising college students of color. TAP also allows participants to practice, hone, and refine their pitch/presentation skills, which will be valuable for future business purposes.

# GUIDELINES

## Student & Team Eligibility Requirements

1. Teams must be comprised of 1-5 college students of color currently enrolled in a metro Atlanta college or university.
2. A student is not allowed to participate on multiple teams.
3. Teams may comprise students from different metro Atlanta colleges and universities.
4. Only venture concepts conceived by the team members (original work) may be submitted for consideration and Pitch. Any team discovered to submit the work of others without consent and attribution will be immediately disqualified and will have to return any awarded amount.
5. Teams may be in the concept/idealization stage, pre-startup, or early-stage/start-up (12 months or less). New businesses only. Company formation is not a requirement to participate. TAP is designed to identify promising early-stage startups as the program recognizes that teams/ventures will be in various idealization, planning, and/or launch stages.
6. All forms/types of business concepts are encouraged to participate. There are no restrictions on the kind of concept/venture pitched (e.g., consumer-based, technology, for-profit, B-corp., nonprofit, etc.).
7. No joint venture with established companies is allowed in the competition.
8. If selected as a finalist, all team members are required to attend the TAP presentation on Wednesday, November 6, 2024. All are not required to participate in the presentation. One to all five team members may present in the actual Pitch (at each team's discretion as to who pitches). However, all team members are expected to contribute to developing and constructing the Executive Summary and Pitch.
9. Teams are encouraged to seek guidance and advice from faculty, business professionals, peers, and family members to provide feedback on the concept/venture and the Pitch.
10. The Business Model Canvas is required to develop your pitch. Two live webinars will be offered to review this format and field any questions from Teams.

## Important Dates & Deadlines

Date	Action/Deadline
Wednesday, October 9, 2024, 11:59 PM EST	Application deadline for all teams/ventures
Sunday, October 13, 2024, 6 PM EST	Notification to teams selected for the TAP competition
Thursday, October 31, 2024, 11:59 PM EST	2-3 page Executive Summary due by all finalists
Monday, November 4, 2024, 6 PM EST	Pitch decks for the presentation are due
<b>Wednesday, November 6, 2024, 6-9 PM EST</b>	<b>2024 TAP Competition (in-person)</b>
Saturday, November 9, 2024, 10 AM EST	Formal awards presentation at DMM's Founders Brunch

## Application & Selection

All interested teams/ventures must complete and submit an online venture application. The application provides the key contact for the team, information on team members, a brief description of the venture (75 words or less), and a short description (50 words or less) of the social impact.<sup>1</sup> The venture will impact a particular urban community. One of the competition's intentional challenges is for participants to convey their ideas concisely and convincingly in an efficient manner. The submission of a competitive application should demonstrate that the team/venture has a solid understanding of the problem/need it's solving and that a viable business can be built around your solution.

[Click here](#) for the TAP venture application. The deadline for applying for the TAP competition is Wednesday, October 9, 2024.

All applications will be reviewed on a rolling basis based on when they are submitted. The finalists will be selected and notified via email to the team contact no later than Sunday, October 13, 2024, at 6 PM. The earlier the application, the sooner the notification.

## Pre-Pitch Submission – Executive Summary

All teams/ventures selected as finalists will be required to prepare and submit a 2-3 page Executive Summary in advance of their actual Pitch. The executive summary outlines key points of your business, providing a short, concise synopsis of your business. The executive summary should include (but is not limited to):

- The name and location of the business.
- The company's value proposition:
  - The marketplace needs your company meets, with evidence of that need.
  - A description of your product(s) and/or service(s).
  - The way your company's products and/or services meet that need.
  - Defining your competition and the advantages (and disadvantages) you have over them.
- Defining the target consumer and market.
- The social impact the company is having on a particular community (or communities) of color.
- An overview of the sales and marketing strategy.
- An overview of the company's management team, the role/expertise of its members, and contribution.
- Company legal and ownership structure.
- A description of the company's current development stage.
- A three-year financial summary (Statement of Income and Balance Sheet) showing projected sales and profit/loss.
- Key milestones

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<sup>1</sup> Social impact refers to "the extent to which an organization's actions have a positive effect on beneficiaries and the surrounding community or environment."

Submitting a compelling executive summary will factor into the overall evaluation of your Pitch. Additionally, the following elements should be considered in submitting the executive summary:

1. All submissions should be in English.
2. The submission should represent exclusively the work of the team/venture members only.
3. The executive summary may not copy or use other material without properly citing the source.
4. The executive summary submission should be in Adobe Acrobat PDF format.
5. The venture name should appear on the bottom left of each page.

The completed executive summary should be emailed to [DMMTAP3@gmail.com](mailto:DMMTAP3@gmail.com) by the end of the day on Thursday, October 31, 2024. Failure to submit the executive summary on time will result in the team's disqualification.

### The Pitch

Each team/venture chosen as a finalist is required to give an in-person Pitch of your business to a panel of judges. The following are the details regarding the Pitch:

1. The Pitch will occur on Wednesday, November 6, 2024, at Oglethorpe University's Lupton Hall Auditorium, 4484 Peachtree Road, NE, Atlanta, GA 30319, from 6-9 PM.
2. All team members are required to attend; however, they are not required to participate in the Pitch. It is at the team's discretion and to which its member(s) makes the Pitch.
3. Each team/venture will be granted up to ten (10) minutes to deliver their Pitch (not including Q&A). After their Pitch, the team/venture will field questions for up to five (5) minutes from a panel of judges. Any team member may answer the question(s) from the judges (including members who may not have participated in the actual Pitch).
4. Teams are required to follow the Business Canvas Model in constructing their pitches.
5. Teams/ventures must submit a final Pitch deck of their presentation in advance of the Pitch. This deck/presentation should be in PowerPoint or PDF format. Similar to the executive summary, all presentations should be in English. The final Pitch presentation/deck will be submitted by 6 PM on Monday, November 4, 2024. No changes to the presentation are allowed after this deadline (however, if submitted before the deadline, changes are allowed up to the deadline date/time if resubmitted). Submission of the team's Pitch presentation/deck is to be emailed to [DMMTAP3@gmail.com](mailto:DMMTAP3@gmail.com).
6. Please feel free to incorporate creative elements into your Pitch. However, any embedded audio/video included in your pitch is at your own risk, as the ability to amplify sound, access the Internet, or show a specific video format is not guaranteed. Any technical difficulties experienced during your pitch will count against your pitch time limit of ten (10) minutes (so prepare to adapt).
7. Prototypes, samples, and illustrations are allowed to be presented by the team/venture.
8. Each team's key contact will be notified of their presentation time by Friday, November 1, 2024.
9. Attendance is open to family members, other students, friends of the participants, Omega Psi Phi members, and faculty and staff of Oglethorpe University and other local colleges and universities.

Important elements of the Pitch include:

- Problem/opportunity definition
- Solution and benefits to your idea
- Customer analysis, including market volume and growth
- Industry analysis, including competition
- Sociality impact/benefit to the community (qualitative and quantitative)
- The legal structure of the business

- Sales and marketing plan
- Team/venture participants
- Financial Summary

The Business Canvas Model must be used in constructing your pitch.

## JUDGING

### Criteria

The team's application, executive summary, Pitch deck, and actual Pitch (including responses to questions) will be judged based on an equal weighting of a variety of various factors including, but not limited to:

- Idealization – the problem or opportunity the venture seeks to solve
- Feasibility – the degree to which the concept can work and the team's ability to execute the idea and establish a defensible position within the target market.
- Growth potential – the likely advancement in which the business can be scaled and its ultimate size (in terms of revenue and profitability) that it may attain.
- Sustainability – the extent to which the business can be expected to sufficiently maintain or expand the operation and deliver a positive social impact for the foreseeable future.
- Community impact – to what extent does the venture offer a compelling and unique value in solving a real societal/environmental problem experienced by an urban community? Additionally, how much social impact potential does the venture exhibit (i.e., defined scope, size, and benefit)?
- The "X" Factor – to what extent does the team/venture demonstrate creativity, ingenuity, passion, storytelling (communication), presentation coverage/content (efficient depth), and other intangibles?

Teams/ventures will be evaluated on a relational scale, considering the above scope in the context of its stage of development.

### Judges

The TAP organizers will screen the initial application to select finalists. A panel of judges from the metro Atlanta business community will evaluate the executive summary, Pitch deck, and Pitch. These individuals represent social enterprise organizations, entrepreneurs, venture capital firms, academia, and the corporate sector.

## AWARDS

### Awards

Monetary awards will be made to the top two teams/ventures participating in TAP. The award intends to assist in the capital required to start or advance the venture. Hence, awards are designed to be made to the specific venture. However, if preferred, an equal share of the award can be distributed to each team member if desired. This election can be made after the awardees have been selected.

Total awards granted amount to \$3,750. Specifically, the following awards will be granted:

- First place: \$2,500
- 1<sup>st</sup> runner-up: \$1,250

### Award Presentation

Determination and announcement of awardees will occur at the Pitch competition on Wednesday, November 6, 2024. The formal awards presentation will occur at DMM's annual Founders Brunch on Saturday, November 9, 2024, from 10 AM-Noon. At a minimum, each winning team is required to send a representative to the Brunch to accept the award. However, all members of the winning teams are invited to attend.

## **TERMS & CONDITIONS**

### (No) Confidentiality

Access to all submitted applications, executive summaries, and presentation materials will be given to the TAP committee of DMM, Oglethorpe University staff and professors, and the competition judges.

Participants should exercise care regarding disclosing information concerning proprietary concepts. Neither DMM, Omega Psi Phi Fraternity, Inc., nor Oglethorpe University takes ownership of an idea or plan solely through the application or participation in TAP. Likewise, neither DMM, Omega Psi Phi Fraternity, Inc., nor Oglethorpe University ensures confidentiality or nondisclosure conditions for any information submitted or presented in the TAP competition. As an applicant and potential participant, you are responsible for protecting any information concerning your plan and sharing it with DMM, Oglethorpe University, advisors, other competition participants, and Pitch attendees.

All judges are asked to keep confidential any technical or business information they learn when reviewing executive summaries and Pitches submitted and presented by participating teams. However, as mentioned, all information presented at TAP is not considered confidential.

### Disclaimers

By applying and participating in TAP, you are granting DMM, the Omega Psi Phi Fraternity, Inc., and Oglethorpe University the right to use participants' identities and the short descriptions of the business/concept disclosed in the application for marketing and public relations purposes, as with any official photographs taken by DMM/Oglethorpe University photographers during the TAP competition.

### Intellectual Property

Before submitting the team's executive summary, DMM and Oglethorpe University encourage participants to confirm with appropriate advisors, parents/guardians, and/or legal counsel that any intellectual property described in their summary and presentation is protected by the applicable intellectual property filings, notices (patent, copyright, etc.) from the owning party or individuals.

### Originality of Concept

The ideas and concepts submitted by each team/venture should be the team's original work. The team is not under any agreement or restrictions prohibiting disclosing their ideas or plans in the TAP competition.

### Disqualification

DMM and Oglethorpe University reserve the right to disqualify a team at any point in the application, selection, submission, or judging process if the team does not meet any of the rules at the sole judgment and discretion of DMM and/or Oglethorpe University. In our sole discretion, DMM and Oglethorpe University also reserve the right to eject or ban any TAP participant or team who behaves in an inappropriate or offensive manner.

# ABOUT

## **About Achievement Week**

Founded in 1921 and celebrating its 103<sup>rd</sup> year, the purpose of Omega Psi Phi Fraternity's Achievement Week is to encourage, inspire, and support achievement for the collective good among today's youth in communities of color. The Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc. advances this mission annually during the first week of November by offering programming aimed at college and college students and recognizing and rewarding individuals who significantly contribute to the community. Through programming such as its Omega Debate, TAP, Daily Achiever social media campaign, community forums on topics such as domestic violence, and granting its annual Citizen of the Year award, the Chapter continues to advance this critical mandated initiative, which is one of the social action pillars of the Fraternity.

For more information on DMM's Achievement Week, please visit <https://www.dmmomega.org/>.

## **About Delta Mu Mu Chapter, Omega Psi Phi Fraternity, Inc.**

With over 225 members, the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc. serves the North Fulton County, GA, area through innovative programming and service aimed at helping communities of color. Chartered in March 2008, DMM has implemented impactful community programs such as the Black Rhinos mentorship program and annual College Fair and has become a lead supporter for Relay for Life in North Fulton County. Since its birth, the Chapter has awarded over \$500,000 in scholarships to deserving students in metro Atlanta.

For more information on DMM, please visit <https://www.dmmomega.org/>.

## **About the Center for Entrepreneurship and Innovation, Hammack School of Business, Oglethorpe University**

Established in 2022, the Center for Entrepreneurship and Innovation (CEI) of the Hammack School of Business, Oglethorpe University, is an incubator that sharpens students' entrepreneurial instincts and helps them forge their paths. Led by Dr. Leroy Carson, the CEI has developed and offers entrepreneurship courses, expanded a distinguished entrepreneurial speaker series, and is developing an Entrepreneurship Lab that aims to map Atlanta's entrepreneurial ecosystem and serve as one of the city's principal sources for future and current entrepreneurs to identify resources for projects.

For more information on CEI, please contact Dr. Carson at [lcarson@oglethorpe.edu](mailto:lcarson@oglethorpe.edu).

## **About Omega Psi Phi Fraternity, Inc.**

Founded on the campus of Howard University on November 17, 1911, the Omega Psi Phi Fraternity foundation of brotherhood is built on the Cardinal Principles of Manhood, Scholarship, Perseverance, and Uplift. Friendship permeates the brotherhood of over 120,000 men, with over 750 Chapters spanning across the world from Alabama to the United Kingdom. For more information on Omega, please visit <https://oppf.org/>.

## **Contact**

For further information or questions about TAP, please contact Jonathan Matthews at [DMMTAP3@gmail.com](mailto:DMMTAP3@gmail.com).