



Entrepreneur Sign-Up

VentureDash Platform Instructions

To participate in the **ESTEAM Pitch Competition**, you will have to sign-up in **VentureDash**, the Pitch Contest Platform. The steps outlined in this document will walk you through the process of registering, setting up your business, and submitting your required Round 1 components.

You will begin by visiting the competition's landing page. *Please Note...the Roane State page is being used as an example only.*

Next: Select **Join this Competition**



ESTEAM Pitch Series - Roane State

ESTEAM Pitch Contest Series
March 11, 2021

MAR
11

Business application deadline
January 15, 2021

Judge sign-up deadline
February 24, 2021

Entry Fee
Free

Join this competition

Description

The competition is open to middle- and high-school student teams in Roane State Community College's ESTEAM service region: Anderson, Campbell, Fentress, Morgan, and Scott counties. To compete, **a team must be composed of a minimum of two students.**

The competition consists of two round:

- Round 1: Submit a Business Model Canvas and 90-second elevator pitch.
- Round 2: The Top 10 teams will compete in a live pitch via Zoom, with a 5-minute pitch and 3-minute Q&A period.

Cash prizes will be awarded to the top three teams:

- First Place - \$1,000
- Second Place - \$750
- Third Place - \$500

The prize award will be split between all participating team members on the finalists VentureDash roster. Changes may be made up until the date of the live pitch.

Schedule and key dates

To complete, teams must meet the following deadlines:

- Sign up your business by January 15, 2021.
- Round 1 submission due by 11:59 p.m. EST on February 11, 2021.
- Round 2 live competition takes place via Zoom on March 11 from 10:00 a.m. - 12:00 p.m. EST.

Organized by
Roane State

Date and time

Thu, March 11, 2021 starting at
10:00 AM (America/New_York)

Address and location

—

Components

Round 1: Business Canvas

The ESTEAM Pitch Contest Series utilizes the Co.Starters Canvas, a graphic design...

Weight: 33.3%



Round 1: Elevator Pitch

The Elevator Pitch is a short pitch of your idea. The goal of an elevator pitch...

Weight: 33.3%



Round 2: Live Pitch

The Live Pitch is a 5-minute presentation where each business will share details...

Weight: 33.3%



Step 1:

Create an Account

Complete the required information, make note of your password, and click **Create Account**.

If you already have a VentureDash account, you can log in with that information by clicking “Log in here.”



[How it works](#) [Pricing](#) [Competitions](#)

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Join ESTEAM Pitch Series - Roane State

Create a VentureDash account

Already have an account? [Log in here.](#)

First name *



Birthday

Email *

Create password *

Confirm password *

Create account

[← Back to ESTEAM Pitch Series - Roane State](#)

Step 2: Complete Entrepreneur Profile

Now that you have joined the ESTEAM Pitch Contest in VentureDash, it's time to continue your account set-up. Select your "role" in the competition as **Entrepreneur** and click **Save and continue**.



[← Back to ESTEAM Pitch Series - Roane State](#)

Join ESTEAM Pitch Series - Roane State

1. Select a role

2. Sign-up

Choose role

I want to join this competition as a/an... *

Entrepreneur

Save and continue →

[← Back to ESTEAM Pitch Series - Roane State](#)

Step 3: Profile ~ Continued

Complete the additional fields requested and click **Save and finish**.

Now that you have completed your registration as an **Entrepreneur** in VentureDash, it's time to set up your business.



[← Back to choose role](#)

Join ESTEAM Pitch Series - Roane State

1. Select a role

2. Sign-up

Entrepreneur sign-up

School: *

Test School

Grade Level: *

- ☐ 6th
- ☐ 7th
- ☐ 8th
- ☐ 9th
- ☐ 10th
- ☐ 11th
- ☒ 12th

County, State: *

Test, TE

Save and finish ✓

[← Back to choose role](#)



Step 4: Business Setup

Under **Create a new business**, enter your business name, and click **Save and continue**.

The business name you entered on the previous screen will appear under **Business Name**. You will need to add your **Teacher's name** for this project and your **Teacher's Email**. If you're not sure of any of this information, you can click **Save and submit later** to have your information to this point saved. If you are able to complete the information requested, click **Submit application** to continue.

ESTEAM Pitch Series - Roane State

March 11, 2021

Create a new business

Enter your business name to get started.

Business Name *

Save and continue →



****Note, if you have already “pitched” a business with the same name in the past, you will need to change the name of your business for this competition.**



← Back to business overview

Test Business #2 Draft

Complete the following steps to enter ESTEAM Pitch Series - Roane State.

1. Business application

2. Component attachments

3. Submit competition entry

Business application

Due Date: January 15, 2021

Enter the information below to continue.

Business Name *

Test Business #2

Teacher:*

Mr. Rogers

Teacher Email:*

Rogers@test.com

Submit application

Save and submit later

← Back to business overview



Step 5: Confirmation

After clicking **Submit Application**, a confirmation message will appear.

Your business application has now been submitted.

Click **Continue**.



✓ Business application submitted! ✕

[← Back to business overview](#)

Test Business #2 Draft

Complete the following steps to enter ESTEAM Pitch Series - Roane State.

1. Business application

2. Component attachments

3. Submit competition entry

✓ **Business application**

Submitted: November 23, 2020 8:59AM EST
Due Date: January 15, 2021

Business name*

Test Business #2

Teacher:*

Mr. Rogers

Teacher Email:*

Rogers@test.com

Continue →

[← Back to business overview](#)

Step 6: Component Attachments

After clicking **Continue**, you will see the required elements of your Pitch Contest submission.

Note** You will only complete the **Elevator Pitch** for Round 1 of the contest. *Up to 15 teams will be notified of their advancement, and will move on to Round 2.*

Click **Continue** to begin developing your Elevator Pitch.



[← Back to business application](#)

Test Business 2021 Draft

Complete the following steps to enter Fall 2021 ESTEAM Pitch Competition.

1. Business application

2. Component attachments

3. Submit competition entry

Components attachments

Review the competition components below and submit the necessary attachments.

Round 1: Elevator Pitch

Due 11/5/21 12:00PM EDT

Weight 33.3%



Round 2: ESTEAM Business Canvas

Due 12/1/21 12:00PM EST

Weight 33.3%



Round 3: Live Pitch

Due 12/15/21 12:00PM EST

Weight 33.3%



Continue →

Add attachments later

Step 7: Elevator Pitch

All businesses need to submit an Elevator Pitch for Round 1.

Follow the guidelines and information provided. It may be helpful to refer to the rubric once again for the judging criteria as you develop your elevator pitch.

Once you record your pitch, and choose your file to add it to the VentureDash platform, you **MUST** click **Attach File** before **Submit Attachment**.

[← Back to components](#)

Round 1: Elevator Pitch

View rubric

Weight
33.3%

Description
The Elevator Pitch is a short pitch of your idea. The goal of an elevator pitch should be to provide an overview of the business and to leave the audience excited to learn more.

Attachments

[Add a file](#) [Add a link](#) [Add text](#)

File
You may upload files up to 20 MB in size.

Choose File

No file chosen


Attach File

Submit Attachment

Guidelines & information

- Video submissions should be no longer than 90 seconds.
- Videos must be submitted via a link to a video streaming platform (Vimeo, YouTube, etc.)
- Videos should at a minimum include:
 - Problem
 - Solution
 - Company Name
 - Call to Action

Please review the Elevator Pitch Rubric for full judging criteria.



Round 2 Businesses ONLY

Step 8: Business Canvas

The **Business Canvas** submission page provides all of the information needed to develop the required elements of your **Business Canvas**. The description, guidelines and all information that must be included can be found on this page. In addition, a **Rubric** is included that provides the full judging criteria for this portion of the competition. Businesses advancing to Round 2 are required to use the **ESTEAM Business Canvas Template**.

Once you complete your Business Canvas document and choose appropriate files on the VentureDash platform click you **MUST** click **Attach File** before clicking **Submit Attachment**.



Round 2: ESTEAM Business Canvas

[View rubric](#)

Weight
33.3%

Submission deadline
December 1, 2021 11:59PM EST

Description

The ESTEAM Pitch Competition utilizes the ESTEAM Business Canvas template. This is a graphic design tool that helps entrepreneurs understand, test, and refine ideas using a visual map. For Round 2, judges will be looking for a complete canvas (meaning all sections are filled in) that demonstrates logic and rationale for your idea.

Judging deadline
December 12, 2021 11:59PM EST

Attachments

[Add a file](#) [Add a link](#) [Add text](#)

File
You may upload files up to 20 MB in size.

[Choose File](#) No file chosen

[Attach File](#)

[Submit Attachment](#)

Guidelines & information

Specific Requirements:

- Must use the ESTEAM Business Canvas (download below).
- Must complete all sections of the Business Canvas.
- **Must be submitted in PDF format.**
- All submitted work must be the original work of the members of the business (entrepreneurs and/or mentors).
- Any submission that does not meet these requirements will be disqualified from the Business Canvas component.

The submitted Business Canvas must cover the following general aspects of the business:

- Customer
- Problem
- Solution
- Competition
- Unique Selling Proposition
- Message/Marketing
- Distribution
- Revenue
- Startup Costs
- Operational Costs

Please review the Business Canvas Rubric for full judging criteria.

ESTEAM Comprehensive Canvas Guide.pdf · 448.06 KB

ESTEAM Business Canvas_Fillable.pdf · 34.97 KB

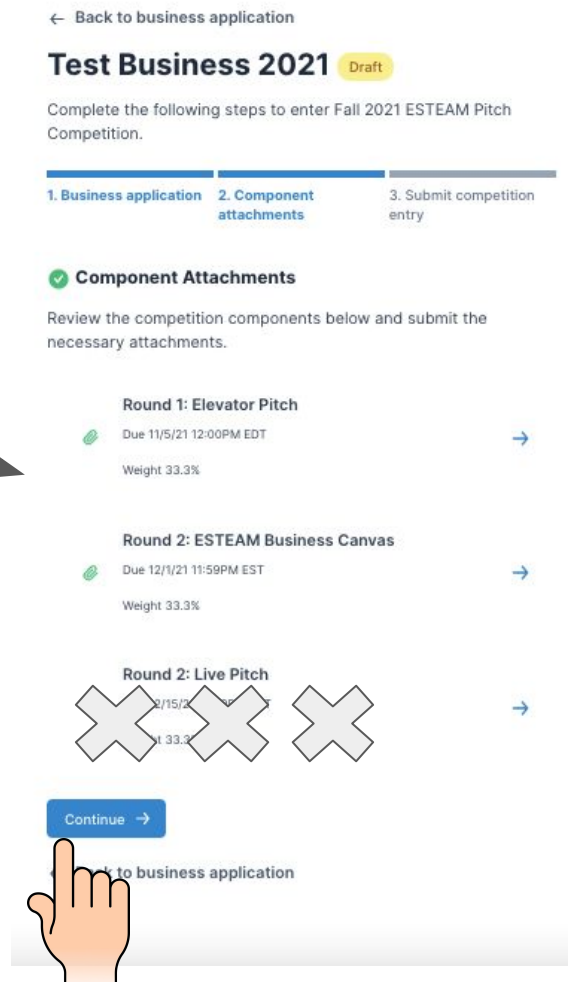
ESTEAMBusinessCanvas_Fillable.docx · 92.12 KB

Step 9: Components Attachments

The **Components Attachment** page will show that you have added an attachment for each component by adding a **paperclip icon** next to components with an attachment.

If you are working on Round 1, Click **Continue** once you ensure your Round 1 component attachments have been added.

If your business has advanced to Round 2, and you've added your Business Canvas Component, Click **Continue**.



Step 10: Success!!



This is the final screen of the Round 1 Competition. You will **NOT** be able to click the Submit competition entry button during Round 1 due to the missing information for Round 2. **That is OK!**

Your files for Round 1 are still saved and will be accessible to the judges to review. A timestamp with the date and time of submission for Round 1 is included.



[← Back to component attachments](#)

Test Business #2 Draft

Complete the following steps to enter ESTEAM Pitch Series - Roane State.

1. Business application

2. Component attachments

3. Submit competition entry

You have items left to complete.

Once completed, you will be able to submit your competition entry for approval.

Competition Business Requirements:

✔ [Business application](#) - Submitted: November 23, 2020 8:59AM EST

⚠ [Component attachments](#)

[Submit competition entry >>](#)

[Complete later](#)

[← Back to component attachments](#)

Thank You for your participation in the ESTEAM Pitch Contest Series.
We look forward to reviewing your submissions!



Good Luck!!!

The EntreEd Team