

Pitch It!

Student Society Entrepreneurship Competition
February 2023



Image Description: A picture of five people sat around a table working on laptop and notebooks

Background

In 2020, the Masood Entrepreneurship Centre (MEC) and the University of Manchester Students' Union came together to discuss how to promote entrepreneurship at the University. During these discussions, we developed ways to encourage co-curricular activities, mentorship and support for students looking to launch businesses, projects, and events. One important part of this is **Pitch It!** - a student society enterprise competition. Groups who submit the best plans to utilise their entrepreneurial skills can win up to **£1000** to help support projects and events that will generate income for their society.

You can find info on the previous Pitch It! winning societies [here](#). You can find a feature article from the *Mancunion* on two of our winning groups [here](#) or visit [here](#) to learn more about MEC.

If you want to find out more about other funding available to your society and its members, check out our [funding guide](#).

Application Criteria

- You need to be a registered group with the University of Manchester Students' Union to apply for Pitch It!
- Complete the online application linked below in full, including the 550-word written pitch outlining the activities you're hoping to fund and the individual questions.
 - We'll be looking for creative ideas that take innovative, but workable, approaches to help your group overcome barriers to generating income. This could include ticketed events, product development or fundraising projects
 - Make sure you tell us how you'll spend the funding you're applying for
- Have **up to three** committee members to represent your society at our key events:
 - *The pitch workshop on Thursday 16th March*
 - *A hands-on practice pitching workshop on Monday 20th March*
 - *The Pitch It! competition final on Thursday 30th March*

Think your society has what it takes? Fill out an application over at:

<https://bit.ly/MECPitchIt>

Pitch It! Process

Round 1

Submit your application explaining how you'd use the funding to support your entrepreneurial skills and make money for your society. Our panel will shortlist the ten best applications who'll then be invited to attend our workshops and present at the Pitch It! final.

Workshops

Those committee members (up to three participants) presenting their pitch in the final will be invited to two separate 2 hour workshops:

- *The pitch workshop on Thursday 16th March*
- *A hands-on practice pitching workshop on Monday 20th March*

Round 2

The ten chosen societies will then present a 3-minute pitch in front of a five-person panel, explaining how and why they'd use the funding* for their society. After asking each group a few questions about their pitch, the panel will use set criteria to award funding* to seven of the groups. The final will take place between 5pm – 7pm on Thursday 30th March.

**We reserve the right to award a society less funding than requested, if deemed necessary to do so.*

Key Dates

01/02/2023: Applications open

03/03/2023: Applications close

10/03/2023: Shortlisted societies announced

16/03/2023: Pitch workshop

20/03/2023: Practice pitching workshop

30/03/2023: Pitch It! Competition Final

Good luck!



Image Description: “Good luck!” Below is a graphic displaying a white sign with black writing reading: “Pitch It! #mecithappen Masood Entrepreneurship Centre”. In the bottom left hand corner, there is an illustration of a person in a yellow jumper pointing to the sign. Their jumper has black writing on it reading: “Students’ Union University of Manchester”

Frequently Asked Questions:

How much money can our society apply for?

You can apply for up to £1000 to support your society's activity, event or project

Are all parts of the Pitch It! process mandatory? Do we have to attend the workshops and create a presentation?

Yes, all parts of the process are mandatory to ensure the process is fair. You can get creative with your pitch and application, however societies will not be shortlisted if they do not meet the full application criteria and haven't answered all relevant questions. Please ensure you have at least one committee member ready to pitch and attend the workshops on the key dates specified above (*page 3*).

Will all applicant projects get funded?

Only ten finalists will be shortlisted, with seven being awarded funding after the final pitches

What will happen if lots of societies apply for funding?

Our panel will use set selection criteria to create a shortlist of applicants. However, the more popular Pitch-it is, the more likely we'll be able to provide further funding in the future!

Is there anything Manchester SU cannot fund?

We'll only fund projects and events that are being run for the benefit of our members. There are a few things that we can't award Pitch It! funding for, however. These are:

- Food and drink (excluding corporate networking events/catering).
- Funds to clear any debt in your society account.
- Campaigning for the political aims and ends of a political party.
- Donations to any other charitable organisation (this is against charity law).
- Personal items, including clothing.
- Competition prizes.
- Gifts (for speakers, committee members, volunteers, guests etc.).
- Society websites (domains, patents, copyrights, modifications etc.).
- Retrospective awards for projects/events that have already taken place.

Who can attend the final closed pitch event?

Up to three committee members per society to present their 3-minute pitch and then answer questions from our panel made up of MEC and SU staff.

What voting procedure is used and how is it fair??

Round 1: Each of our panel members will score the applications along a scale of 1-5. An average for each application will then be calculated, and the ten highest scoring groups shortlisted for Round 2.

Round 2: Our panel will score each pitch against skills covered in the two workshops. Feedback will be provided after the final has concluded.

How long will the event take?

16th March Pitch Workshop: 12:30pm – 2:30pm

20th March Practice Pitching Workshop: 4pm – 5:30pm

30th March Pitch It! Competition Final: 5pm – 7pm

Who do I contact if I have any questions?

If you have further questions about the application process, workshops or Pitch It! final, you can contact: entrepreneurship@manchester.ac.uk. For enquiries relating to your society or spending the funding once it's been awarded, email societies.su@manchester.ac.uk.