



Lemonade Day 2020 Pitch Competition

FAQ and Official Rules

Who can compete?

Any entrepreneur aged 5-18 that is registered for Lemonade Day Monroe County can participate. Register at lemonadeday.org/monroe-county

Where do I find resources to craft my pitch?

If you are registered for Lemonade Day, you have already been given access to **Lemonopolis**, an online curriculum that walks you through the stages of developing and starting your own business. Using the lessons in Lemonopolis and working through the Lemonade Day Monroe County Weekly Challenges, you should have everything you need to be ready to present your unique idea for your business during the competition.

Use your creativity and the knowledge you have gained to tell us about your business and why it will work!

What are the prizes?

There are prizes for winning different categories in this competition!

The overall winner of the competition will receive:

- Lemonade Stand Kit for Next Year's Lemonade Stand (includes gift cards and materials to make your stand shine!)
- \$50 scholarship to start your business
- Monroe County Swag Bag
- Certificate
- Recognition and announcement across Social Media

What is the submission deadline?

Video submissions are due **Saturday, June 27th**. The pitches will be reviewed and the winners will be announced at our Online Celebration Carnival on Tuesday, June 30th from 3-4 pm.



Presentation Rubric

Entrepreneur's Name:

Entrepreneur's Business Company Name:

Give a brief description of the product or service you plan to sell/provide:

Who is your customer?

What is the problem you are solving?

What price will you charge for each item? How much will each item cost to make?

What are your Savings, Spending, and Sharing Goals?

How will you market your product or service?

Who is on your team?

Videos should be 3 minutes **maximum**. This is a pitch competition, so give us an *overview* of your business in a quick and easy to understand format. What would you say to a potential investor to get them interested in your business and want to know more about the nuts and bolts of your plan?

How to submit:

- Upload video to YouTube, copy and paste link in an email to lemonadeday@bgcbloomington.org
- Text video to Lemonade Day City Director, Ashley Sullivan, at **765-618-6803**
- Upload video to [Google Drive Folder](#)

Need help submitting your video?

Contact for tech support:

Gayle & Bill Cook Center for Entrepreneurship

gaylebillcookcenter@gmail.com

812-269-2232