EXTRA CREDIT OPPORTUNITY: Thank you for your interest in participating in the Business Idea Pitch Contest! All participants from AESHM 474 will receive **50 extra credit points for participating**. Registration is limited to the first 20 entries. The contest is open to any students in a CHS major.

**TO REGISTER:** Complete this registration form and submit by email to: Phoebe (Vanessa) Cooper (vpcooper@iastate.edu). You will receive confirmation and schedule info for your pitch by email.

REGISTRATION DEADLINE IS WEDNESDAY APRIL 26, 2017 BY 12 MIDNIGHT.

You may participate as an individual or in a group of 2 or 3. Only 1 registration is needed per presentation. Please provide the following information:

1. Name(s) and Email(s) of Participant(s)

   - Food-related product or service
   - Fashion related product or service
   - Independent consulting business
   - Event or accommodation related business
   - Technology related product or service business
   - Health/Fitness related product or service
   - Travel/Tourism related business
   - Retail business
   - Pure service business
   - Social entrepreneurship or a non-profit organization
   - Other: ____________________________________________________________________________

You should come prepared to give a **90 SECOND PITCH PRESENTATION** of the key selling points of your idea. Include the following information. No props allowed—just you selling the idea in 90 seconds!

- What is the idea?
- What is the target market for this idea?
- Why will it create value; why will the customer want it?
- How is the idea different and unique to what is currently available?
- Why do you believe this can be a successful business venture?

**Business Idea Pitch Contest participants will compete for cash prizes ranging from $25-$200 within designated categories.** Awards will be announced and prizes distributed at the Awards Ceremony immediately following the CHS Entrepreneurship Showcase the evening of April 27, 2017. You must be present to receive an award and prize money.