



# ALTCAP YOUR BIZ: PITCH COMPETITION

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Diversity Telehealth (2022 1st Place Winner)

..... Shelly Cooper

The AltCap Your Biz: Pitch Competition mobilizes the next generation of entrepreneurs to take the next step on their journey toward building their business and achieving financial independence for generations to come.

Entrepreneurs from the Great Plains to the Ozarks have the opportunity to pitch their business plans and innovative solutions to win cash prizes at a live event during Global Entrepreneur Week-Kansas City.

**PROFITS + PURPOSE = IMPACT**



# ALTCAP YOUR BIZ: COMPETITION GUIDELINES

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## **\$25K COULD BE YOURS**

Submit an application and post a pitch video describing your business, your team, and how you plan to take your business to the next level. Your idea will be entered into the running for an opportunity to present during AltCap's Closing The Deal live pitching event during Global Entrepreneurship Week. The top businesses will receive a cash award.

## **ELIGIBILITY**

The AltCap Your Biz: Pitch Competition is open to any business owner or entrepreneur who meets the following criteria:

- Entrepreneurs or owners of an existing business with annual revenues (or gross income) of less than \$250,000 that are interested in growing and expanding.
- Entrepreneurs with a business registered in Missouri or Kansas.
- Startups are eligible but must have their business registered by November 10th and be ready to start operation in the first quarter of 2024. Startup applicants must have either extensive experience or expertise in the industry related to their business.
- Must be a for-profit business; non-profits or 501c3 organizations are not eligible to apply.
- Able to attend the 2023 Global Entrepreneurship Week - Kansas City in person.
- Prior 1st or 2nd place winners are not eligible to apply.

## **2023 TIMELINE**

Sep 6	Applications open
Oct 4	Applications due at 11:59 pm CST
Oct 13	Top 10 finalists are notified
Oct 23	Fan Favorite voting begins
Nov 10	Business proposals due
Nov 16	Closing the Deal live pitch

## **AWARDS**

Finalists will receive cash prizes as follows: 1st place \$25,000, 2nd place \$10,000, and Change Maker \$5,000. The winner of the Fan Favorite competition will receive \$2,500.



# GUIDELINES CONTINUED...

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## **Part One: Pitch Video**

Participants must complete an online application, provide contact info, business info, and submit a 2-minute (maximum) video that addresses these 6 questions:

- 1) What is your business? (What product or service do you offer? Who is your team?)
- 2) What sets you apart from your competitors?
- 3) Who is your target customer?
- 4) How do you and your business impact your community?
- 5) How will you use the competition award money to take your business to the next level?
- 6) What challenges have you overcome in starting your enterprise?

Videos must be uploaded to YouTube or Vimeo and the link submitted via the AltCap Your Biz online application form at [www.altcap.org/altcap-your-biz](http://www.altcap.org/altcap-your-biz). A committee of judges will review each pitch video and select the top finalists. These finalists will then be invited to submit a business proposal and begin preparing for the Closing the Deal event.

## **Part Two: Business Proposal**

Finalists will attend a virtual business and pitch training workshop and submit a business proposal limited to two pages, including:

- 1) Business description
- 2) Financial needs addressed
- 3) Qualifications and experience
- 4) Promotion and marketing
- 5) Competitive advantage

Finalists will also complete a business canvas and a financial template to show their current and projected financials. The following documentation is required: 1) Personal and business (if applicable) tax return from the previous year, 2) Business tax ID number, if available, 3) Proof of a business bank account (voided check or bank statement), if available. AltCap will provide guidance to finalists to aid in part two of the competition.

## **Part Three: Closing the Deal Event**

Finalists will spend 5 minutes pitching to judges in person, followed by another 5 minutes of answering questions from the judges. The judges will take all three parts of the competition (pitch video, business proposal, and live pitch) into consideration to determine winners.



# COMPETITION FAQ

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## **Is there an application fee?**

There is no application fee.

## **When is the application deadline?**

The online application will close at 11:59 pm CST on October 4th, 2023.

## **Is my business eligible?**

See eligibility criteria above. If you have any other questions about eligibility, contact Paul Abromeit at [paul@altcap.org](mailto:paul@altcap.org).

## **What if my business is online?**

Businesses that sell mostly or exclusively online are eligible as long as they are registered in Missouri and Kansas.

## **Do I need to have a professionally shot and edited video?**

No. We want you to spend your time and money on your business, not on video services. Be thoughtful about your responses to the questions and make sure that the video is clear enough for the judges to understand what you are saying and showing. Videos can be shot on a phone or digital camera and uploaded to YouTube or Vimeo.

## **Who is considered “my team”?**

Your team is anyone who is actively involved in the operation and success of your business—co-founders, employees, investors, etc. Do not count advisors, mentors, or volunteers.

## **What do you mean by community impact?**

Please describe your commitment to your community, both personally and as a small business owner. Think about 1) how you support job creation in the community, 2) how your business meets the needs of a community, 3) length and relationship with the community—how long you’ve lived there, when your business was established, 4) how you participate in your neighborhood or local business associations, and 5) volunteerism or service work

While community engagement is not an eligibility requirement, AltCap values and recognizes the incredible impact that small businesses have in their communities and wants to give you the space to tell your story of how your business serves its surrounding community.

## WINNER PROFILE

# CAFE CÀ PHÊ FOUNDER FORGES COMMUNITY AND CULTURE FROM ALT CAP YOUR BIZ WINNINGS

At the onset of the pandemic, Jackie Nguyen quit her job as a Broadway performer and moved to Kansas City to brew up a new coffee business. But her dream was more than coffee and pastries. As a first-generation, Vietnamese-American woman, she envisioned a space that cultivated both culture and coffee — and where Kansas City's Asian-American community could feel welcome and celebrated.

Nguyen began by serving beverages out of a food truck and quickly garnered a following, however, she aspired to have a space dedicated to creating the community she so valued. A major roadblock was funding a brick-and-mortar location. Fortunately for Nguyen, she learned about AltCap through InnovateHER, an organization for female entrepreneurs.

After receiving her peers' endorsements, Nguyen took a chance and entered Cafe Cà Phê into the [AltCap Your Biz: Pitch Competition](#) - an annual contest that gives small business owners a platform to compete for cash awards and mentorship from AltCap and its partners.

With \$20,000 and her business on the line, Nguyen embraced the challenge of the competition. After impressing judges with her vision and enthusiasm, Nguyen edged out competitors to win the grand prize. That \$20,000 meant the difference between working from a food truck and being in a permanent location. Nguyen finally had the funds to begin the process of building her brick-and-mortar cafe.

Not long after, she put down a deposit on a new building, paid off the first three months of rent, hired a contractor to build a restroom, and purchased equipment. Two years later, Cafe Cà Phê is a popular meeting spot in KC's Columbus Park neighborhood, a diverse area with Vietnamese, Italian, and Sicilian immigrants. The funding, Nguyen said, helped make it possible.

Keep up with Cafe Cà Phê, follow them on Instagram @cafecaphe or visit their website at [cafecaphe.com](http://cafecaphe.com).



# SPONSOR ALTCAP YOUR BIZ

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Sponsorship of the AltCap Your Biz: Pitch Competition during Global Entrepreneurship Week offers you the opportunity to support the region's rising stars and to gain visibility within the entrepreneurial community.

Sponsors will be invited to participate on the judging panel for AltCap Your Biz and the First Place Sponsor will be invited to speak at the Closing the Deal Event. All levels of sponsors will be recognized during the award ceremony and in event promotion.

## Available Sponsorships:

Market Movers \$25,000

Profit Drivers \$10,000

Change Maker Award \$5,000

Fan Favorite Award \$2,500

Event Sponsor \$1,500

The AltCap Your Biz: Pitch Competition has been supported by major sponsors since 2015, including the following companies:



## PAUL ABROMEIT

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[www.altcap.org](http://www.altcap.org)

Shereese Hameed-Muhammad .....  
& Patrice McCreary



Utopia Point I.O (2022 Participant)

**Past Winners**



2021



Access-Able Living

2019



2018



2017



2016



2015

..... Denisha Jones



Sweet Peaches Cobblers (2022 2nd Place Winner)





# ABOUT ALTCAP

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AltCap is a minority-controlled nonprofit Community Development Financial Institution (CDFI) with a 15-year track record of crafting high-impact and high-performing tax credit investment and loan portfolios.

Since 2008, AltCap has established itself as a trusted ally among small businesses. We pair financing expertise with personalized business advisory services to make sure small businesses have the resources they need to thrive.

Our mission is to be a catalyst for investments in capital and resource-starved communities. This commitment has resulted in the deployment of over \$250 million in New Markets Tax Credits and over \$32 million in small business financing that supports job-creating small business investments and community-focused real estate development projects.

Learn more at [www.altcap.org](http://www.altcap.org)

## ALTCAP IMPACT

**\$32  
MILLION**

IN SMALL  
BUSINESS  
FINANCING

**800+  
LOANS**

TO SMALL  
BUSINESSES

**\$250+  
MILLION**

NEW MARKETS  
TAX CREDITS  
FACILITATED

**\$20,000**

AVERAGE  
LOAN AMOUNT

**46%**

BORROWERS ARE  
BIPOC-OWNED  
SMALL BUSINESSES

**38%**

BORROWERS ARE  
WOMEN-OWNED  
SMALL BUSINESSES

# ALTCAP YOUR BIZ: NOVEMBER 2023

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