

# 2018 SEDS-USA Business Pitch Competition

Prospective Teams: Welcome! The 2018 SEDS-USA Business Pitch Competition is the business-oriented competition hosted by SEDS-USA. The competition provides connections between student teams and mentors with experience on the business side of the space industry, as well as the opportunity to present business ideas to judges at our SpaceVision 2018 Conference in San Diego.

## General Project Guidelines

- Teams can be formed by any number of students affiliated with a SEDS chapter. This includes undergraduate and graduate students.
- Teams can register for the competition by following the typeform link located at <http://seds.org/bpc/>.
- Once registered, the team will be paired with a mentor by SEDS-USA.
- The teams will work with these mentors to develop a space-centered business idea.
- At SpaceVision 2018, each team will have a workshop opportunity with the judges, and the opportunity to put the final polishing touches on their presentations.
  - Teams are encouraged to attend the conference in person if possible, but accommodations will be made for any teams who would like to participate remotely.
- On the second day of the conference, each team will make a 15-20 minute presentation of their business idea to our panel of judges.

## Deliverables

- Each team will make a 15-20 minute presentation at SpaceVision. Any slides used in this presentation must be finalized and submitted at midnight on November 2nd/3rd.
- Each team should prepare a 1-2 page executive summary of their idea.

## Prizes

- First Prize: \$750
- Second Prize: \$500
- Third Prize: \$250
- Note: These cash prizes can be considered to be the “default” prize package. We are working on additional prizes for exceptional entries. In the past, these have included passes to the NewSpace Conference. These additional prizes are still in the works.

## Project Schedule

- October 15th: Team Signups Close.
- November 2nd: Competition workshop with judges and mentors at SpaceVision 2018.
- November 2nd, 11:59pm: Final team documents/presentations due.
- November 3rd: Final team presentations and judging at SpaceVision 2018.

## **A Few General Notes**

First and foremost, this competition is meant to introduce students to the business side of the space industry. In past years, that has resulted in presentations anywhere from already established space startups with hundreds of thousands of dollars of funding, to dreams of asteroid mining by 2020.

Our ideal submission will come somewhere between these extremes. We are looking for ideas that could *realistically* be implemented as part of a five to ten year plan. Is this an idea that we are expecting your team to actually follow through on? Not necessarily, but that's even better!

Ultimately, this competition is organized to provide teams an opportunity to bring forth business ideas. It can act as a springboard for an actual business idea, a trial run of an idea you're interested in exploring further, or an educational introduction to the world of space business.

Feel free to contact Simon Shuham ([Simon.Shuham@seds.org](mailto:Simon.Shuham@seds.org)) or Michael Thompson ([Michael.Thompson@seds.org](mailto:Michael.Thompson@seds.org)) with any questions you may have!

Good luck!