



City of Greenville/Greenville Utilities Commission
**MINORITY ENTERPRISE DEVELOPMENT
WEEK 2016**

September 26 – September 30



BizTank

Business Pitch Competition
Application Packet



Business Pitch Competition Eligibility/Rules

- All participants must submit an application on or before **5:00pm September 15, 2016**.
- Application must be submitted and signed by one person (responsible party). This person or the company he/she represents will become the recipient of any cash or prize awarded. An individual or team may pitch to represent a company. One entry per person/per team.
- The applicant must meet the qualifications of an Eligible Local Bidder as provided in Resolution No. 031-15.
- Applicant must show proof of majority ownership (51%) by one or more of the groups identified in North Carolina General Statute 143-128.4.
- The applicant must not be a City of Greenville or Greenville Utilities Commission Employee.
- All applicants may not be entered into the final pitch competition. All applications will be evaluated on readiness for Pitch Competition. Additional questions/interviews may be required.
- Five (5) minute pitch maximum. The pitch may be for start-up of a business or expansion of an existing business.
- Five (5) minute question and answer opportunity from the judges.
- The pitched idea or concept must be the original work of the individual or team.
- The use of PowerPoint is prohibited. Visual aids or props are permitted. Materials may not be distributed to the judges or the audience during the pitch.
- First (1st) place winner receives \$1,000. Second (2nd) place will receive cash or prize, which will be announced prior to the start of the competition.
- The recipient of an award or prize is responsible for any taxes which result from the receipt of the award or prize.
- The judges' decisions are final.

Disclaimers:

Confidentiality is not guaranteed in any way. Nondisclosure agreements between a competitor and the judges and/or audience will not be required or allowed. There is no way for the City of Greenville, Greenville Utilities Commission or its affiliates to enforce a prohibition of other competitors, audience members, or judges who see or hear a pitch from sharing the concept, idea, and/or materials with others.

The City of Greenville, Greenville Utilities Commission, or its affiliates may take photographs and/or video of any materials used or made available by pitching individuals or teams during the competition for public relations purposes. Any content presented by a competitor should be considered public knowledge.

The City of Greenville, Greenville Utilities Commission, or its affiliates reserve the right to disqualify any entry in its judgment that violates the rules of the competition or is not aligned with the purpose of the competition.

Suggested Pitch Format

1. Open with an interesting question or statement that spikes the interest of the judges and the audience. Follow the question or statement by showing its correlation to the product or service. Make it interesting.
2. Briefly describe the product or service.
3. Offer the value proposition – how is the product or service going to add value for customers?
4. Discuss target market – who will be buying the product or service? What is the market size?
5. Provide differentiation – How is the product or service different from existing competition? What is the competitive advantage?
6. Revenue – how will or how has the product or service generated revenue?
7. Close with a final statement that will captivate the judges/audience.

Evaluation Criteria

Persuasiveness of pitch ~ Viability of Concept ~ Unique value proposition

BizTank Application (please print)

1. Applicant Name: _____
(First) (Last)

2. Company Name: _____

3. Will you pitch with a team? ___Y ___N

If yes, please provide names of all team members:

4. Number of years you have been in business: _____ or _____ n/a

5. Brief summary of your pitch: 150 words or less (please attach typed narrative)

6. Complete Eligible Local Bidder Application (Attached)

7. Proof of Ownership Status per N.C.G.S. 143-128.4*

Applicant may present:

- Certification letter from the NC Department of Administration, Office of Historically Underutilized business, or
- Copy of state identification and proof of ownership

The undersigned Applicant does hereby submit a BizTank Application for participation in the BizTank Business Pitch Competition, does acknowledge that he or she has read the BizTank Business Pitch Competition Eligibility/Rules, does understand the BizTank Business Pitch Competition Eligibility/Rules, including the Disclaimers, does agree to comply with the BizTank Business Pitch Competition Eligibility/Rules, and does grant permission for the City of Greenville, Greenville Utilities Commission, and its affiliates to take photographs and/or video during the the BizTank Business Pitch Competition and to use such photographs and/or video for public relations purposes.

Applicant Name Printed

Applicant Signature

Date

**Please complete entire application with attachments and email to dharris@greenvillenc.gov by 5:00pm
September 15, 2016.**

*Per N.C. General Statute 143-128.4, to qualify as a historically underutilized business, a business must be at least 51% owned, controlled and managed, by one or more citizens or lawful permanent residents of the United States who are members of one or more of the following groups: (1) Black, (2) Hispanic, (3) Asian American, (4) American Indian, (5) Female, (6) Disabled and (7) Disadvantaged.



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FINANCIAL SERVICES/PURCHASING DIVISION

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Internet Home Page: www.greenvillenc.gov

BIDDER'S CERTIFICATION FOR LOCAL PREFERENCE FORM

SECTION ONE

Business Name/DBA:

Physical Address:

City:	State:	Zip Code:
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Telephone Number:	Fax Number:	Email:
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Business Type (Please check one) : ☐Partnership ☐Corporation ☐Sole Proprietorship ☐LLC ☐Other: _____

Office or Store Location Within the Corporate Limits or Extraterritorial Jurisdiction of the City of Greenville:

Physical Address:

City:	State:	Zip Code:
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Telephone Number:	Fax Number:	Email:
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Business Owner or Position: Check one:

☐Owner (Sole Proprietorship) ☐Partner (Partnership) ☐Manager (LLC) ☐Officer (Corporation)

Name and Title:

Address:

City:	State:	Zip Code:
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Telephone Number:	Fax Number:	Email:
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Product(s) and/or Service(s) Please list the type of products and/or services that your company can provide:

Please check one category of work, which best describes the products and/or services that your company provides. NOTE: Professional Services includes architectural, engineering, surveying, construction manager at risk, et cetera and those that are of a consulting nature.

☐ Construction ☐ Professional Services ☐ General Services ☐ Supplies & Materials

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SECTION TWO

To be certified as an Eligible Local Bidder, a potential bidder must satisfy at least one of the following criteria listed below. Please select which of the following criteria you satisfy to apply for certification as an Eligible Local Bidder. Additional documentation must be submitted with this application to verify that you satisfy the selected criteria.

- ☐ 1. Have an office or store from which all or a portion of its business is directed or managed and which is located within the corporate limits or extraterritorial jurisdictional area of the City of Greenville consisting of at least 500 square feet of floor area within a building on property having a non-residential zoning classification; or
- ☐ 2. Have an office of store located within the corporate limits or extraterritorial jurisdictional area of the City of Greenville and have at least three (3) employees who are based and working out of said office or store; or
- ☐ 3. Have an office from which all or a portion of its business is directed or managed and which is located within a residence within the corporate limits or extraterritorial jurisdictional area of the City of Greenville as allowed by the Zoning Ordinance for a period of at least one (1) year; or
- ☐ 4. **(For Service Contracts Only)** Have an arrangement with one or more firms or companies that qualify as an Eligible Local Bidder pursuant to 1, 2 or 3 above to subcontract with said firms or companies to perform at least twenty-five percent (25%) of the dollar value of the work to be performed pursuant to the service contract, if the bidder is awarded the contract.

Additional Instructions for Completing this Form

For the criteria you selected in Section Two, the City requires that you submit the following supporting documentation with this Form:

Privilege License

To qualify as an Eligible Local Bidder, you must have paid and be current on any applicable City of Greenville privilege license fees. If you have a City of Greenville privilege license, please provide a copy of your current license with this Form. Please be advised that by signing this Form, you are certifying that any applicable City of Greenville privilege license fees have been paid and are current.

Property Taxes

To qualify as an Eligible Local Bidder, you must have paid and be current on any City of Greenville property taxes. Please be advised that by signing this form, you are certifying that all City of Greenville property taxes owed by the business have been paid and are current.

Office or Store Size

If you are applying for certification on the basis of 1 above, please provide a sketch of the office or store demonstrating approximate dimensions and square footage.

Employees

If you are applying for certification on the basis of 2 above, please provide a listing of the employees working at the store located within the corporate limits or extraterritorial jurisdictional area of the City of Greenville. Please provide the names, addresses and telephone number for each of the employees.

Arrangements with Other Firms or Companies

If you are applying for certification on the basis of 4 above, please provide an explanation of the arrangement with the firms or companies which qualify as an Eligible Local Bidder including the names of the firms or companies, a description of the work to be performed by the firms or companies, and an estimated dollar value of the work to be performed by the firms or companies.

SECTION THREE GENERAL INFORMATION FOR APPLICANTS

- a) Applicability: This local preference program shall apply to any City contract as described in Section 4 of the City of Greenville Local Preference Policy.
- b) In order to qualify for the local preference, an Eligible Local Bidder must complete the Bidder's Certification for Local Preference Form and submit it to the Purchasing Manager with or prior to the submittal of the bid or proposal. The Bidder's Certification for Local Preference Form shall be required to be updated by a bidder (i) when matters certified to in the form have materially changed and/or (ii) when notified by the Purchasing Manager that a periodic update is required.
- c) False or Substantially Inaccurate or Misleading Certifications. If at any time during or after the procurement process, the City determines that certifications or information in the Bidder's Certification for Local Preference Form are false, substantially inaccurate or misleading, the City Manager or designee may:
- (1) Cancel the Eligible Local Bidder's contract and/or purchase order that was awarded based on the preference: The Eligible Local Bidder shall be liable for all costs it incurs as a result of the cancellation and all increased costs of the City that may be incurred by awarding the contract to the next lowest bidder;
 - (2) Exclude the bidder from any preference in any future City bidding opportunities for a period of time determined by the City Manager or designee; and/or
 - (3) Debar the bidder from doing business with the City for a period of time determined by the City Manager or designee.

SECTION FOUR CERTIFICATION

The undersigned, _____(name), being the _____(title), of the business named on this Bidder's Certification for Local Preference Form, do hereby submit on behalf of the business named herein the Bidder's Certification for Local Preference Form in order to qualify for a local preference in accordance with the City of Greenville Local Preference Policy and do, further, hereby certify as follows:

- (1) that I am the person authorized by the business named herein to file this Form;
- (2) that the information provided in this Form and any accompanying documentation is true, correct, and complete;
- (3) that the business named herein has paid and is current on any applicable City of Greenville privilege license fees and on property taxes in the City of Greenville; and
- (4) that I understand that there is a requirement that the business named herein update this Form in the event any information certified to in this Form materially changes.

Signature: _____ Date: _____

FOR INTERNAL USE ONLY:

Form Reviewed By: _____ Date: _____

Office or Store Located in City or ETJ _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Office or Store 500 Sq.ft. or More _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Office or Store with 3 Employees or More _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Office Located in Residence for 1 Year or More _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Privilege License Current: _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Property Taxes Current: _____ Yes _____ No _____ N/A Verified By: _____ Date: _____

Application Approved : _____ Date: _____

Application Denied: _____ Date: _____