

# SPARK

HOLLYWOOD, FL | CONNECT. IGNITE



EVENT  
GUIDELINES  
2017

## OVERVIEW

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**SPARK Hollywood** is an event that promotes innovation and entrepreneurship for local start-ups, entrepreneurs, small businesses and inventors in Hollywood and South Florida. The event has three main objectives: **(1)** provide a competition for selected contestants to pitch their idea or invention to a panel of judges to win prizes; **(2)** provide an opportunity for start-ups to showcase their ideas, inventions and products during a “trade show” open to the public; and **(3)** provide an opportunity for early-stage entrepreneurs to learn about resources available in the City of Hollywood and the rest of the South Florida region while networking with potential investors and experts who may help start their ventures or grow existing endeavors.

There are no “typical applicants” for SPARK Hollywood. Entrepreneurs and ideas come from every walk of life, every industry sector, and every age group. Contestants can be individuals or a team developing an idea. Some entrepreneurs may have a new business which is already marketing and selling while others may only have a business concept and are working to get to market. Ideas and innovative products may be at any stage of development from creation of concept to a finished product or business.

SPARK Hollywood will be held on Thursday, May 11th, 2017 at Hollywood’s ArtsPark. Selected contestants will have the opportunity to give a three-minute presentation of their innovative idea/business to a panel of judges comprised of local community leaders, investors, and professionals. The judges will select the contestants whose ideas will be awarded first, second, and third place prizes based on a variety of criteria.

## WRITTEN APPLICATION

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The application will be submitted online through the SPARK Hollywood website. Applicants will be required to provide their proposed business pitch in writing in a clear and concise manner, including a description of:

- Venture name
- Brief description of concept, product, or service
- Opportunity or problem that the venture seeks to address
- Target market
- Current and potential competitors and venture's competitive advantage
- Current state of the venture (e.g. product development stage, patents, contracts, current annual revenue (when first revenue was achieved), current sales, profit level, equity/debt raised.
- Description of venture's competitive advantage (and competitors if known)
- Investment needs. Include an explanation of the offering to potential investors indicating how much money is required, how it will be used and the proposed structure.

**The deadline for applications is April 21, 2017.**

## JUDGING CRITERIA OF INITIAL ENTRIES

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**Semi-finalists who will compete on the day of the event will be selected through various criteria, including:**

- 1) Ability to grab and hold attention – set the “hook”
- 2) Clearly defined and articulated problem and solution
- 3) Clearly defined, articulated and quantified market
- 4) Demonstration of venture's ability to succeed

The contestants who are selected as semi-finalists will be notified two weeks prior to the competition and will be provided further instructions to prepare for the event.

## PITCH DAY - DAY OF THE EVENT

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The semi-finalists will present their pitches to a panel of judges on the day of the event. The pitch order will be determined by a random drawing during the competition.

- All pitches must be the original work of the presenting individual or team members.
- Presenters will have an opportunity to display their idea through a power point presentation or by demonstrating the physical product on stage.
- The live pitch presentation shall be no longer than 3 minutes.
- The presenters must be prepared to answer questions posed by the judges.
- The presentations will be subject to other rules and requirements determined by the event organizers.

## JUDGING CRITERIA

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Judges will provide general feedback on the pitches during the live event. Judges will focus on presentation quality, structure, flow and strength of the pitches. Judges will evaluate the pitches based on specific criteria outlines in an evaluation form to help them assess the contestant's pitches. The pitches will be judged on the following categories:

- Problem definition and opportunity
- Solution overview
- Business model
- Market and sales strategy
- Operations
- Financial outlook
- Brevity and clarity of presentation
- Ability to clearly articulate the essence of the business idea or concept

## TERMS AND CONDITIONS

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The spirit of the competition is to allow early-stage entrepreneurs and start-ups to showcase their idea and learn about the resources that the City of Hollywood has to offer. This document sets out general guidelines to capture these goals and event organizers reserve the right to promulgate additional event rules and requirements. Not every circumstance can be anticipated. SPARK Hollywood reserves the right to disqualify any contestant who violates the rules, regulations or the spirit of the competition.

Each participant in SPARK Hollywood will be required to execute a document, on a form prepared by the City of Hollywood, releasing the City of Hollywood, the Hollywood Chamber of Commerce, and all event organizers from any and all claims that the participant may have against the City of Hollywood, the Hollywood Chamber of Commerce, and all event organizers arising out of the participant's participation in SPARK Hollywood.

All contestants will be required to execute documentation acknowledging and agreeing with the specific terms, conditions, rules and regulations of the event.

## INTELLECTUAL PROPERTY CONSIDERATIONS

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- Contestants requiring non-disclosure agreements should not participate.
- All sessions of the competition are open to the public and may be broadcast to interested persons through media which may include radio, television and the internet.
- Any data or information discussed or divulged throughout the competition should be considered information that will enter the public domain.
- All affiliates and the organizers of the event may make photocopies, photographs, video recordings and/or audio recordings of the presentations including any business plan and other documents, charts, media or other material prepared for use in presentation.
- SPARK Hollywood may use the materials in any book or other printed materials and any videotape or other medium that they may produce. SPARK Hollywood has non-exclusive world rights in all languages, and in all media, to use or to publish the materials in any book, other printed materials, videotapes or other medium, and to use the materials in future editions thereof and derivative products and shall be fully released from, and shall not be liable for, the use thereof.