



EVENT NAME:

Spark Tank

DOCUMENT NAME:

Spark Tank
Information Packet

Spark Tank Information Packet

Spring 2025

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01 What is Spark Tank?

Spark Tank is Endicott College's annual pitch competition hosted by the Angle Center for Entrepreneurship and generously sponsored by The Cummings Foundation. Modeled after the popular show Shark Tank, it offers students a chance to present their business ideas to a panel of judges for feedback, mentorship, and potential funding. With a grand prize of \$10,000 for first place, \$3,000 for second, \$2,000 for third, & \$1,000 for fan favorite. Spark Tank is a unique opportunity to showcase your entrepreneurial spirit, compete for funding, and gain valuable insights into building a successful business.



THEME

“On Top of The World”

GOAL

Take a "Gull's eye view" of the world, identifying problems and creating innovative businesses to solve them

02 This Year's Theme

Being an entrepreneur is a leap of faith—you won't know if you'll succeed until you try. But when you take that chance, you just might find yourself on top of the world. This year's Spark Tank theme emphasizes the courage to tackle challenges and the vision to take a Gull's eye view of the world. Entrepreneurs at Endicott College are encouraged to rise above obstacles, embrace innovative solutions, and create meaningful change. Spark Tank provides the platform to take that first daring step toward turning dreams into reality.

Key Dates & Deliverables



01

Spark Tank Application Form DUE MARCH 5TH

The application form gathers key details about the applicant and their business idea, including names, majors, graduation years, and the concept behind the venture. It asks about the business problem solved, the current development stage, any funding or sales history, and the estimated funding needed to launch or grow the idea.

[Link to Application Form](#)

02

10 Minute Video Pitch DUE MARCH 12TH

After applying, you will create a 10 Minute Video Pitch. This will provide an overview of your business idea, including the problem you're solving, your unique solution, and your strategy for generating revenue. It will highlight your team, market understanding, financial projections, accomplishments to date, and conclude with a clear "ask" for funding, explaining how the investment will be used to grow your business.

03

Finalists Notified BY MARCH 26TH

If selected as a finalist you will be notified by March 26th. This means you will move on to the live and final event to pitch your idea to judges for the chance to win 1st place of \$10,000, 2nd place of \$3,000 or 3rd place of \$2,000.

04

3 Minute Pitch Google Slide Presentation DUE APRIL 9TH

If you've been notified you are a finalist, you will create a 3 minute pitch using Google Slides which you will present to the judges at the live and final event. Please share final presentation with gkolis@mail.endicott.edu

05

Live and Final Event Will Take Place ON APRIL 16TH

The 3-minute live pitch will introduce your company, outline your business idea, and share the current status of your venture, such as prototypes, proof of concept, or traction metrics. You'll present a 9-12 month plan for scaling the business, highlight your value proposition, and conclude with your funding "ask," specifying the amount needed and how it will be used to drive growth. After your pitch, judges will ask follow up questions.

RULES



Your application is to be considered for Spark Tank. Not all applicants will be approved to compete. If accepted, you agree that all judging decisions are final. Additionally, if you receive a cash prize, you must provide a W-9 to Endicott College to receive payment, and you are responsible for any and all taxes. Accepted Spark Tank competitors must sign a letter acknowledging these terms before competing.

PRIZES

Generously Sponsored by The Cummings Foundation the prizes are as follows:

1st place - \$10,000

2nd place - \$3,000

3rd place - \$2,000

Fan Favorite - \$1,000

QUESTIONS?

With any questions please contact Executive Director of The Angle Center, Gina Deschamps at gdescham@endicott.edu AND Graduate Assistant Grace Kolis at gkolis@mail.endicott.edu

We look forward to working with you!

10 Minute Pitch

Important Information

Reminders:

- Maximum length: 10 Minutes and by submitting a video, you agree that it may be edited by us for better viewing. We will not edit out any substantial pitch content.
- Must show google slide presentation with camera showing your face(s) in corner.
- Remember, the video doesn't need to be "pitch perfect". Your job is to convince the judges you are worthy of further consideration the night of Spark Tank.
- Must be submitted by March 12th.
 - WARNING: Uploading may take time, please allow 24 hours to record & upload to youtube. Do not leave this to the last minute.

FAQs

- What if I already have a video pitch done?
 - As long as it contains all the essential information & you upload it to youtube and send as a link via email, that is fine!
- What if I want to get more fancy than just a Zoom video?
 - Feel free! But we will not be able to provide you technical support.
- What if a team member is remote?
 - No problem; they can Zoom in for the video.

10 Minute Pitch Presentation Instructions

What Should My Slides Include?

01

Slide #1: Title Slide

Include your company name, your name(s) and contact information.

02

Slide #2: Problem/Opportunity Slide

Describe the pain you are alleviating or the pleasure you are creating with your product/service.

03

Slide #3: Value Proposition

Explain how your solution is uniquely qualified to address the pain/pleasure and why you are different from other solutions.

04

Slide #4: Business Model

Explain how you make money (who pays you, how much, gross profit, margins, etc).

05

Slide #5: Underlying Magic - Describe the technology, “secret sauce”, pending patents, intellectual property behind your product/service.

10 Minute Pitch Presentation Instructions

What Should My Slides Include?

06

Slide #6 Marketing and Sales

How do you think you will reach your customers to sell to them? To market to them?

07

Slide #7 Competition Slide

Demonstrate that you understand the market and its competitors.

08

Slide #8: Management Team Slide

Describe the key players of your team, any advisors and any investors.

09

Slide #9: Financial Projections and Timeline Slide

Provide a 1-3 year forecast that includes sales and other key metrics (# of downloads, paid subscriptions, etc).

10

Slide #10: Current Accomplishments

Minimum viable product, proof of concept, lab trial, prototype?

11

Slide #11: "Ask" Slide

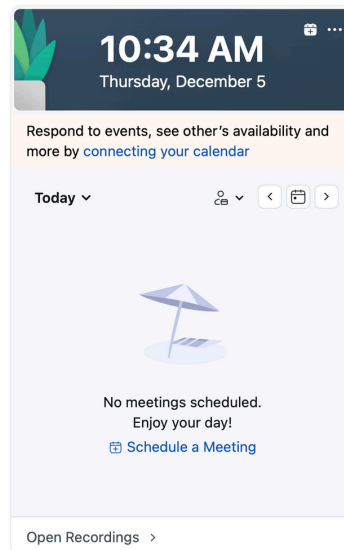
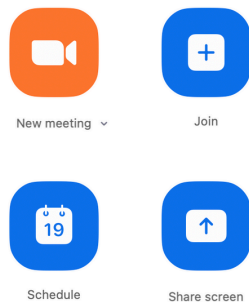
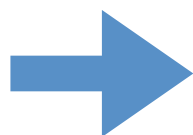
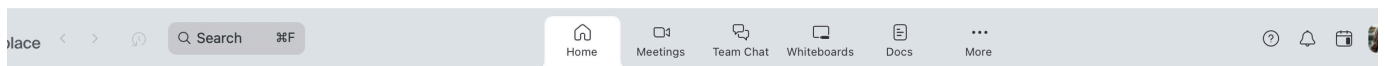
How much money are you asking for and how will you use it?

10 Minute Video Pitch Instructions

How to Record Zoom Video:

STEP 1:

- Open Zoom Application
- Log In
- Click New Meeting

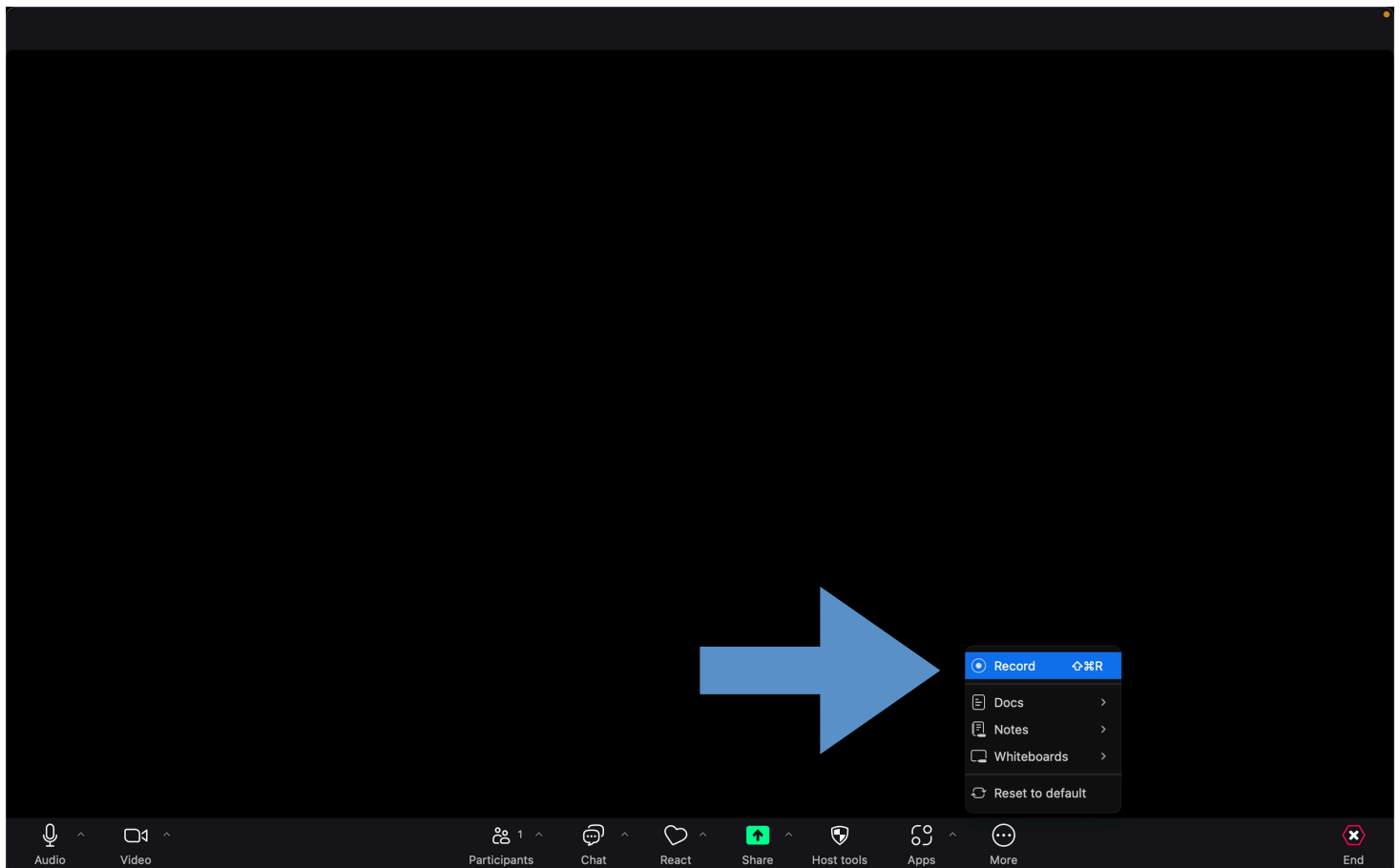


10 Minute Pitch Video Instructions

How to Record Zoom Video:

STEP 2:

- Click More ●●●
- Click Record Meeting

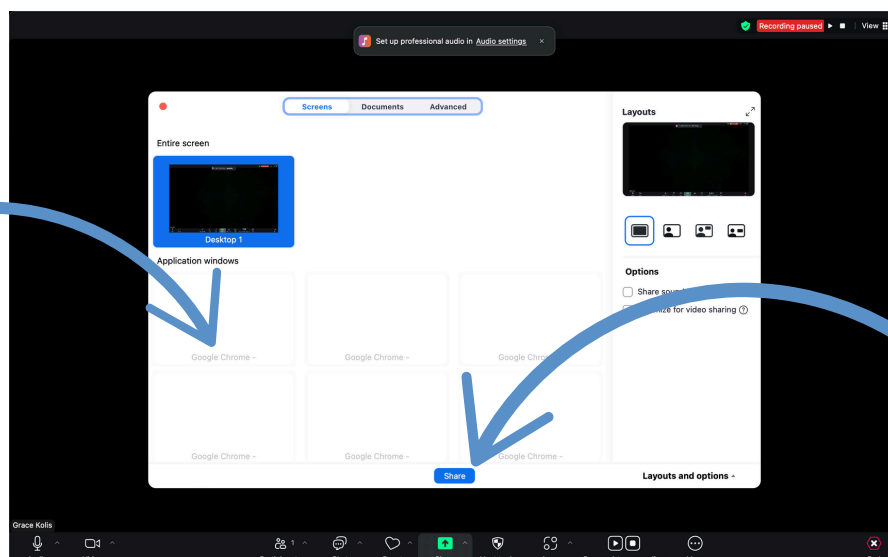
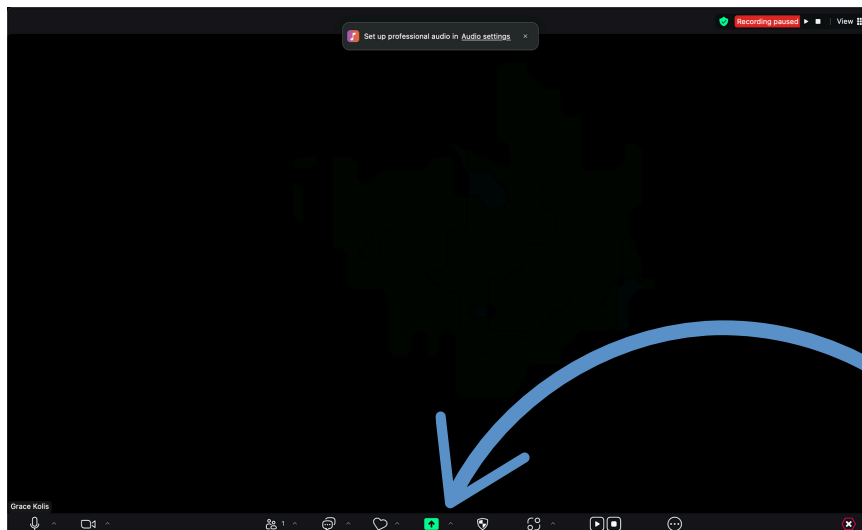


10 Minute Pitch Video Instructions

How to Record Zoom Video:

STEP 3:

- Click Share Screen
- Select Tab with Your Presentation Slides
- Press Share



10 Minute Pitch Video Instructions

How to Record Zoom Video:

STEP 4:

- Present Your Pitch
- Once Done, Click End Meeting For All



10 Minute Pitch Video Instructions

How to Record Zoom Video:

STEP 5:

- Recording will convert and save to files
- File will automatically open. Rename to “10MinVideoPitchFirstNameLastName”. For example: “10minvideopitchGraceKolís”



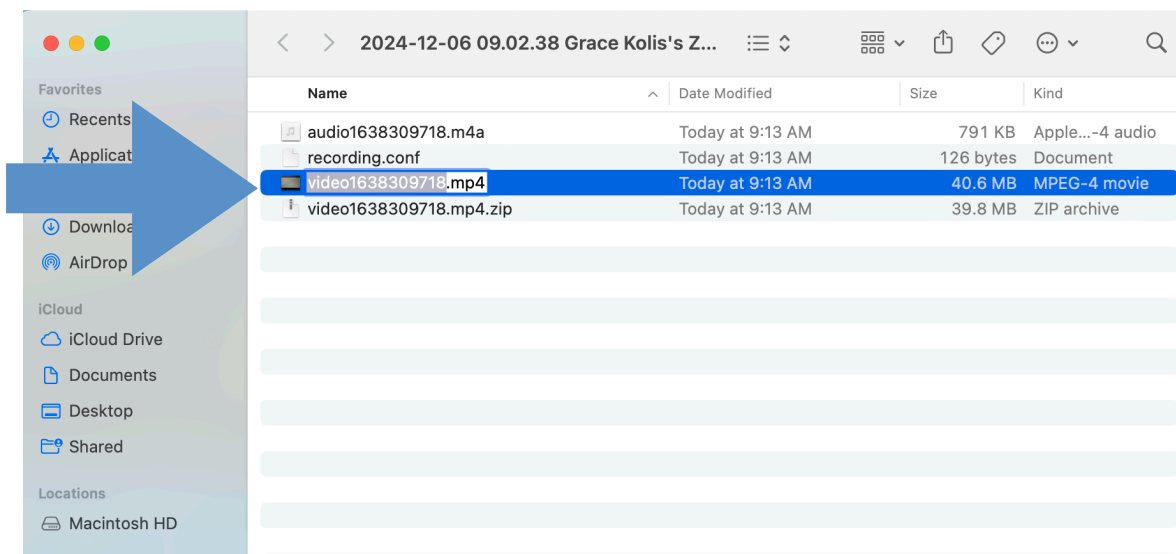
Converting meeting recording

You have a recording that needs to be converted before viewing

17%

Note: After the file has completed converting, if you choose to rename the file from the default naming convention, we recommend you use a unique file name. We recommend you do not use the words "Zoom", "Personal Meeting Room", or "My Meeting" when saving your meeting files.

Stop Converting

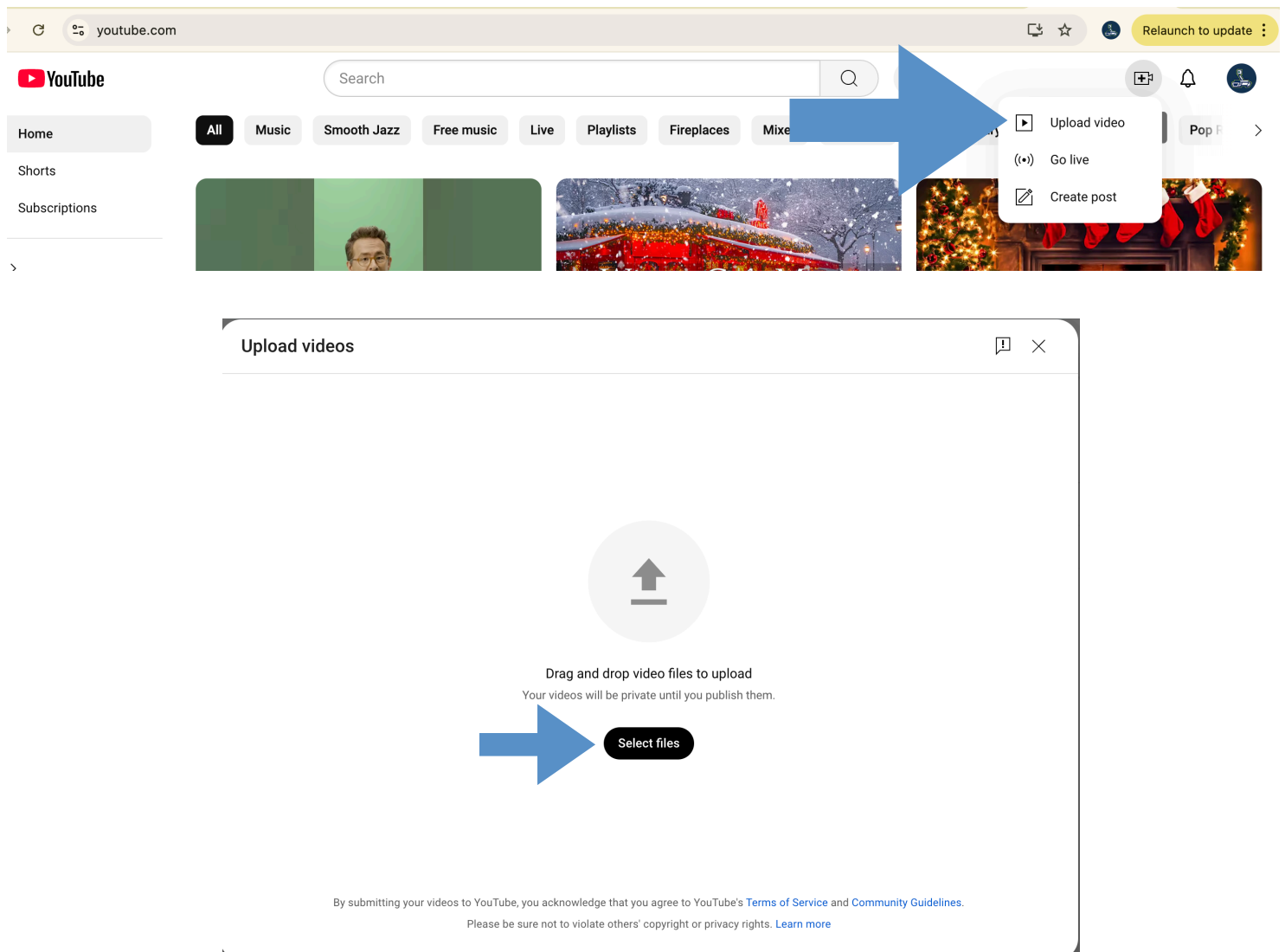


10 Minute Pitch Video Instructions

How to Upload to YouTube:

STEP 6:

- Drag file to save to desktop or somewhere you can easily find it.
- Open & Sign in to YouTube then click upload video.
- Click select files then select your 10 Minute Video Pitch file to upload.



10 Minute Pitch Video Instructions

How to Upload to Youtube:

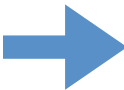
STEP 7:

- Title Your Video “10 Minute Video Pitch Spark Tank First Name Last Name”.
 - Example: 10 Minute Video Pitch Spark Tank Grace Kolis
- Click Next.

10 minute pitch spark tank test Saved as private 📄 ×




Details Video elements Checks Visibility

Details Reuse details

 Title (required) ?
10 minute pitch spark tank test 31/100

Description ?
Tell viewers about your video (type @ to mention a channel)

Thumbnail
Set a thumbnail that stands out and draws viewers' attention. [Learn more](#)


 Upload file  Auto-generated  Test & compare

Processing will begin shortly

Video link
https://youtu.be/SU5oLorK4_M 📄

Filename
10minutepitchsparktank.mp4

↑ SD ✓ Upload complete ... Processing will begin shortly

 **Next**

10 Minute Pitch Video Instructions

How to Upload to Youtube:

STEP 8:

- Click through the “video elements” and “checks” steps.
- Once at visibility step, select unlisted.
- Click Save.

10 minute pitch spark tank test Saved as private ! ×

Details ✓ Video elements ○ Checks ○ Visibility ○

Visibility

Choose when to publish and who can see your video

Save or publish
Make your video **public**, **unlisted**, or **private**

☐ Private
Only you and people you choose can watch your video

☒ Unlisted
Anyone with the video link can watch your video

☐ Public
Everyone can watch your video

☐ Set as instant Premiere ?

Processing video...

10 minute pitch spark tank test

Video link
https://youtu.be/SU5oLorK4_M

Schedule
Select a date to make your video **public**.

Before you publish, check the following:

↑ SD ✓ Processing up to SD ... 10 minutes left

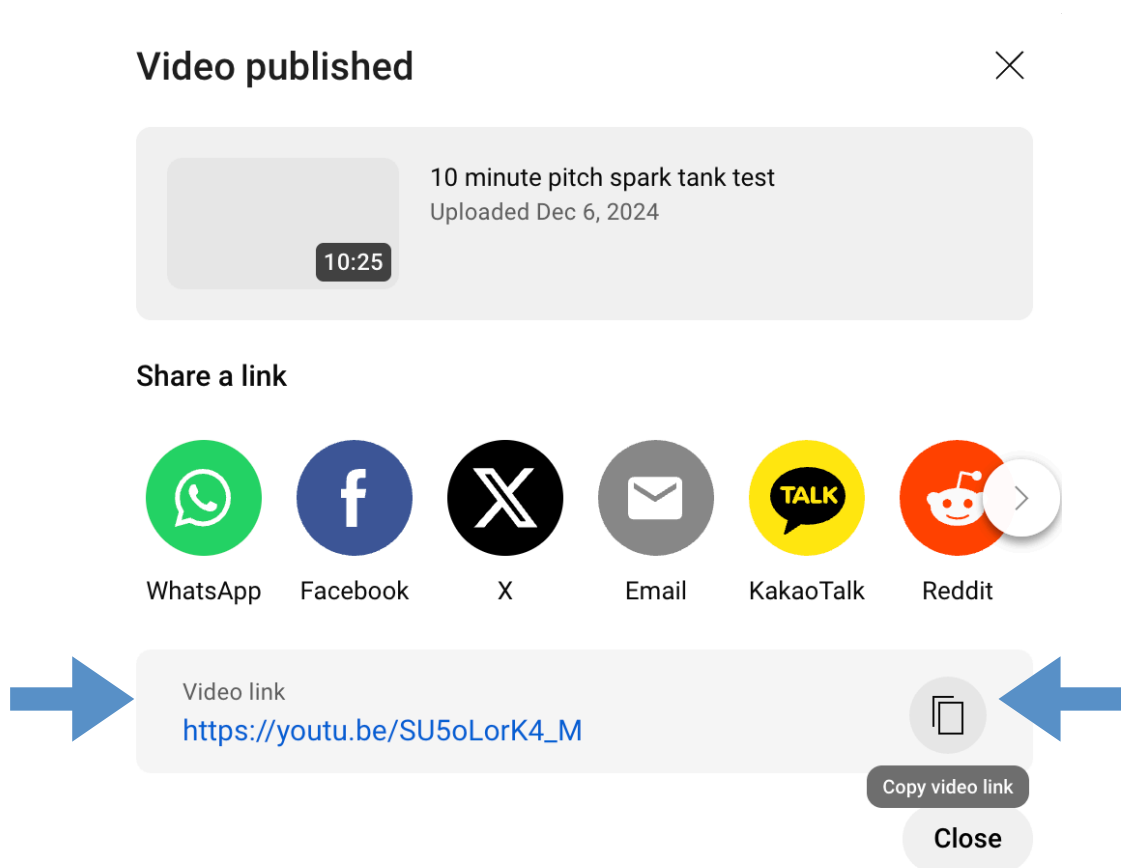
Back Save

10 Minute Pitch Video Instructions

How to Upload to Youtube:

STEP 9:

- Video will publish, this will take time to upload so give yourself at least 24 hours before deadline to ensure your video is uploaded.
- Copy video link.
- Past video link into an email and send to gdescham@endicott.edu & gkolis@mail.endicott.edu with the subject
“10 Minute Video Pitch Spark Tank - First Name Last Name”



3 Minute LIVE Pitch Event

Important Information

- If you qualify, you will be notified that you have been invited to participate in the 3-minute live pitch Spark Tank Event. To finalize this participation, you will need to sign a letter acknowledging the participation terms of Spark Tank.
- It will be live in the GSB Auditorium on April 16th from 5:00 - 7:00 PM. Please arrive no later than 4:30pm.
- Please dress in professional business attire..
- There will be three judges. The judges have been selected for their business and domain expertise.
- Your team will have 3 minutes to make you pitch and will then respond to 2 minutes of the judges Q+A.
- You'll be notified when you have 30 seconds of your time remaining.
- You will know the order you are presenting ahead of time.

3 Minute LIVE Pitch Presentation Instructions

What Should My Pitch Include? *Must Be Google Slides*

01

The Name of Your Company

02

The Business Idea

03

The Value Proposition

04

What does your business look like now? Prototype, proof of concept, revenue, patents/IP, social media followers, number of downloads, etc.

05

9 to 12 month working plan (what will your business look like a year from now? How will you scale it?).

06

“Your ‘ask” - Include the amount you are looking for and details as to how you will use it.

What Happens After The Pitches?

01

Decision:

After all the pitches have been completed, the judges will enter their deliberation session. The judges have been supplied a rubric and this rubric will be applied to all pitches.

02

Announcement:

The judges will return and announce first (\$10,000), second (\$3,000), and third (\$2,000) prizes.



03

Celebration:

Time for pictures and congratulations.

04

Ending:

The event concludes.