



The Angle Center For
Entrepreneurship &
Innovation

EVENT NAME:

Spark Tank

DOCUMENT NAME:

Spark Tank
Information Packet

Spark Tank Information Packet

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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 & Innovation and generously sponsored by the Cummings Foundation.

The competition gives students and recent alumni the opportunity to present business ideas to a panel of judges for feedback, mentorship, and potential funding. Participants have the chance to sharpen their ideas, strengthen their pitch, connect with experienced professionals, and take a real step toward building their venture.

Prize funding includes:

1st Place: \$10,000

2nd Place: \$3,000

3rd Place: \$2,000

Fan Favorite: \$1,000



Spark Tank is more than a pitch competition. It is an opportunity for students to showcase entrepreneurial thinking, solve real problems, and gain experience presenting their ideas in front of a live audience.

Spark Tank winners may also receive the opportunity to spend part of their summer in Ireland, working with startups at the Rubicon Centre at Munster Technological University to further develop their business.

02 This Year's Theme

To Be Announced

Each year, Spark Tank is built around a theme that reflects the entrepreneurial journey. The theme shapes the event experience, marketing, visuals, stage design, and storytelling throughout the competition.

For 2027, Spark Tank will continue to highlight the courage, creativity, and resilience it takes to bring an idea to life. Students are encouraged to think boldly, solve real problems, and present ventures that have the potential to create meaningful value.

Note for the next GA

Once the 2027 theme is chosen, replace “To Be Announced” with the actual theme and rewrite the paragraph around that theme.

Key Dates & Deliverables



01

Spark Tank Application Form DUE February 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 February 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

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 kdelgado@mail.endicott.edu

04

Mandatory Dress Rehearsals TBD

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 tberbic@mail.endicott.edu

05

Live and Final Event Will Take Place ON APRIL 14TH

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 submitted for consideration for Spark Tank. Not all applicants will be selected to compete in the live event.

If accepted as a finalist, you agree to follow all event guidelines, meet all deadlines, attend required preparation sessions, and participate professionally throughout the competition.

All judging decisions are final.

If you receive a cash prize, you must provide a completed W-9 to Endicott College before payment can be processed. Prize recipients are responsible for any applicable taxes.

Participants must present original ideas or ideas they are authorized to represent. If the venture includes multiple team members, all listed team members should be aware of and approve the submission.

Spark Tank is a public-facing event. Participants are responsible for protecting any confidential or proprietary information included in their pitch.

By participating, finalists acknowledge that they may be photographed, recorded, interviewed, or featured in Angle Center, Endicott College, or Spark Tank promotional materials.

Accepted finalists may be asked to 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 Teo Berbic at tberbic@mail.endicott.edu

We look forward to working with you!

10 Minute Pitch

Important Information

Reminders:

- Maximum length: 10 minutes
- The 10-minute video pitch is used for preliminary judging and finalist selection. Your goal is to help the judges understand your idea, your progress, and why you should be selected for the live Spark Tank event.
- 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.

Your video must include:

- A Google Slides presentation
- Your face visible on camera, either full screen or in the corner
- Clear audio
- A complete explanation of your business idea
- A clear funding ask
-

The video does not need to be professionally produced. A recorded Zoom presentation is acceptable.

By submitting a video, you agree that the Angle Center may edit the video for viewing purposes. We will not remove or change any substantial pitch content. Submission Deadline: Friday, March 12, 2027

10 Minute Pitch

Presentation Instructions

What Should My Slides Include?

01

SLIDE #1: TITLE SLIDE

Include your company name, team member names, majors, class years, and contact information.

02

SLIDE #2: PROBLEM/OPPORTUNITY SLIDE

Describe the problem you are solving or the opportunity you are pursuing. Be specific about who experiences this problem, why it matters, and what currently makes it difficult.

03

SLIDE #3: VALUE PROPOSITION

Explain your solution and why it is uniquely positioned to solve the problem. Make it clear why your idea is different from current alternatives.

04

SLIDE #4: BUSINESS MODEL

Explain how the business makes money. Include who pays, how much they pay, and what your expected costs, margins, or revenue streams may look like.

05

SLIDE #5: UNDERLYING MAGIC

Describe what makes your idea unique. This could include technology, design, process, intellectual property, partnerships, brand, customer insight, or another advantage that gives your idea potential.

10 Minute Pitch Presentation Instructions

What Should My Slides Include?

06

SLIDE #6 MARKETING AND SALES

Explain how you plan to reach your customers. Include your marketing strategy, sales approach, and how you expect to turn interest into actual users, buyers, or clients.

07

SLIDE #7 COMPETITION SLIDE

Show that you understand the market. Identify direct competitors, indirect competitors, or current alternatives. Explain how your solution is different and why customers would choose you.

08

SLIDE #8: MANAGEMENT TEAM SLIDE

Introduce the key members of your team. Include any advisors, mentors, partners, or investors who are helping you build the venture.

09

SLIDE #9: FINANCIAL PROJECTIONS AND TIMELINE SLIDE

Provide a 1 to 3 year forecast. This may include revenue, expenses, customers, users, downloads, subscriptions, sales, partnerships, or other key metrics.

10

SLIDE #10: CURRENT ACCOMPLISHMENTS

Share what you have already done. This could include a prototype, MVP, customer interviews, sales, testing, social media traction, partnerships, lab trials, or proof of concept.

11

SLIDE #11: "ASK" SLIDE

Clearly state how much money you are asking for and how the funding would be used. Be specific. Judges should understand exactly how prize money would help move your venture forward.

Spark Tank Bylaw Outline

Draft Governance Framework — Subject to Final Review

The following outline is included as a working framework for Spark Tank governance. These bylaws are intended to help protect the integrity of the competition, clarify expectations, and create a consistent structure for future Spark Tank cycles.

This outline is not yet finalized and may be updated by the Angle Center for Entrepreneurship & Innovation before the official competition cycle begins.

01 Purpose of Spark Tank

Spark Tank exists to support student and recent alumni entrepreneurs by providing a platform to pitch business ideas, receive feedback from experienced professionals, compete for funding, and gain exposure to mentorship and venture-building opportunities.

The competition is designed to be educational, fair, transparent, and aligned with Endicott College's values.

02 Eligibility

Spark Tank is open to current Endicott College undergraduate students, graduate students, and recent alumni within five years of graduation.

Teams may apply, but at least one team member must meet the eligibility requirements.

Angle Center employees, Graduate Assistants directly running the competition, confirmed judges, and application reviewers may not compete during the same cycle.

03 Application & Selection Process

All applicants must complete the official Spark Tank application by the stated deadline.

Applications may be reviewed based on idea quality, problem clarity, market opportunity, feasibility, team readiness, progress to date, and overall potential.

Selected applicants may be asked to submit additional materials, including a video pitch, pitch deck, financial overview, or other supporting documents.

Finalists are selected by the Angle Center and/or designated reviewers. Selection decisions are final.

Spark Tank Bylaw Outline

04 Competition Structure

Spark Tank may include multiple stages, including application submission, preliminary review, 10-minute video pitch submission, finalist selection, finalist coaching, mandatory dress rehearsal, live final pitch event, judge deliberation, and winner announcement.

The Angle Center reserves the right to adjust the structure, schedule, or requirements of the competition when necessary.

05 Finalist Expectations

Finalists are expected to attend all required meetings, coaching sessions, media opportunities, pitch reviews, and the mandatory dress rehearsal unless they receive written approval for an exception.

Finalists must submit all required materials by the stated deadlines and conduct themselves professionally throughout the competition.

Failure to meet finalist expectations may result in disqualification.

06 Judging & Scoring

Judges are selected by the Angle Center based on professional experience, industry knowledge, and ability to evaluate early-stage ventures fairly.

Judges may evaluate finalists using criteria such as problem and opportunity, solution and value proposition, customer and market understanding, business viability, progress and traction, pitch delivery, Q&A performance, coachability, and execution potential.

Scores may guide deliberation, but final award decisions may also consider discussion among judges and overall venture potential.

All judging decisions are final.

07 Conflict of Interest

Judges, reviewers, sponsors, contestants, and Angle Center representatives are expected to disclose any potential conflict of interest.

A conflict may include a personal, financial, academic, employment, investment, advisory, or family relationship with a contestant or venture.

The Angle Center may adjust review assignments, judging participation, or event involvement to protect the fairness of the competition.

Spark Tank Bylaw Outline

08 Sponsorship Guidelines

Sponsors help make Spark Tank possible through financial support, event resources, and community investment.

Sponsorship does not guarantee a judging seat, influence over finalist selection, influence over prize decisions, access to confidential contestant materials, or rights to any contestant's intellectual property.

All sponsor benefits must be agreed upon in writing by the Angle Center.

09 Intellectual Property & Confidentiality

Participants keep ownership of their ideas, ventures, pitch materials, business plans, intellectual property, and related work.

Spark Tank is a public-facing competition. Participants are responsible for deciding what information they are comfortable sharing publicly.

The Angle Center cannot guarantee confidentiality for information shared in applications, videos, interviews, pitch decks, or live presentations.

10 Media & Publicity

Finalists may be photographed, filmed, interviewed, recorded, or featured in promotional materials related to Spark Tank, the Angle Center, or Endicott College.

Media may be used for college communications, social media, press releases, recap videos, future event promotion, and alumni storytelling.

11 Prizes & Award Distribution

Prize amounts and categories are determined annually.

Prize recipients may be required to complete tax forms, vendor paperwork, and funding-use documentation before receiving award funds.

The Angle Center may withhold or revoke awards if a participant violates competition rules, provides false information, fails to complete required paperwork, or acts against the integrity of the competition.

12 Appeals

Judging decisions and finalist selection decisions are final.

Appeals may only be considered when there is a documented procedural concern related to the official competition rules or bylaws.

Appeals must be submitted in writing to the Angle Center within 48 hours of the alleged issue. The Executive Director will review the appeal and make the final decision.

Spark Tank Bylaw Outline

13 Right to Amend

The Angle Center reserves the right to update, clarify, or amend Spark Tank bylaws, rules, guidelines, dates, or procedures as needed.

Any major updates will be communicated to applicants, finalists, judges, and sponsors when applicable.

Note: This bylaw outline is included for transparency and planning purposes. A finalized version may be distributed separately before the official 2027 competition cycle begins.