

# IMPACT Pitch 2019

## Mission Statement

The mission of Impact Pitch is to provide a showcase event and business competition for small, regional businesses that are making a positive IMPACT on their community.

This mission of Business Impact NW is to grow businesses that create jobs in underserved communities.

With up to \$30,000 of prize money available, two finalists will be eligible to win up to \$10,000 each. The two main categories that business will compete in are (1) Startup and Early Stage and (2) Established Business. Special awards will also be given to highlight business who are exceptionally aligned with Business Impact NW's mission, which will include categories such as veteran-owned, women-owned, communities of color owned, immigrant and refugee owned, and LGBTQ owned businesses.

The competition will have four phases:

1. Round One: Initial application;
2. Round Two: Provide reasonable and feasible projected financials;
3. Round Three: Successfully use technology to tell a story;
4. Round Four: Practice the art of pitching the business.

The work and analysis that each phase requires is designed to provide value to the business owner beyond the potential for prize money. The competition offers small businesses a host of practical insights to help business owners become more innovative and effective.

# Table of Contents

- Table of Contents ..... 1
- Eligibility ..... 2
- Important Dates and Commitments ..... 3
- Round One: Submitting Online Application & Supporting Documents ..... 4
  - Application Submission Due ..... 4
  - How to Enter..... 4
  - Orientation Webinar ..... 4
  - Judging Criteria ..... 4
- Round Two: Proving Feasibility..... 5
  - Round Two Submission Due..... 5
  - How to Complete Round Two ..... 5
  - Judging Criteria ..... 5
- Round Three: IMPACT Video Submission..... 6
  - Round Three Submission Due ..... 6
  - Submission (Video) Requirements..... 6
  - Orientation to Round Three Webinar ..... 6
  - Online Voting Dates ..... 6
  - Advancing to Final Round LIVE Pitch Competition..... 6
  - Winning a Business Impact NW Mission Award ..... 6
  - Judging Criteria ..... 7
- Round 4: LIVE Pitch Competition..... 8
  - Location, Date & Time:..... 8
  - Round Four Submission Deadlines and Requirements ..... 8
  - Webinar, Pitch Practice, Slide Revisions, and Dress Rehearsal Dates..... 8
  - Judging Criteria ..... 9
- Other Rules and Regulations ..... 10

# Eligibility

Competition is open to:

- Legally registered and existing Washington, Oregon, Idaho, or Alaska based businesses. Business owners must be residents of Washington, Oregon, Idaho, or Alaska and must be 18 years of age or older.
- Startup/early stage businesses. For the purposes of this competition, these businesses are defined as any business with less than \$75,000 in gross sales last year and/or less than two years in business.
- Established businesses. For the purposes of this competition, these businesses are defined as any business with more than \$75,000 gross sales last year and/or in business for more than two years but still falling within the Small Business Administration's (SBA) definition of a small business enterprise. *Businesses who can qualify as a startup/early stage AND established business will be allowed to compete in the category of their choosing as of application submission.*

Entities that are tax-exempt organizations, nonprofits, or charitable trusts are not eligible to participate.

Employees, officers, and directors of Business Impact NW, competition judges, other parties determined not to be independent of Business Impact NW, and members of their immediate families and households are not eligible to participate. Business Impact NW reserves the right at its sole discretion to disqualify any applicant for any reason.

Prior winners of the Business Impact NW IMPACT Pitch who won a prize award of \$10,000 or more are not eligible to apply.

Contestants must have access to email and internet to complete competition requirements. All contestants who advance to the final LIVE Event will be required to compete in person in Seattle on September 19, 2019.

# Important Dates and Commitments

## ROUND ONE (Submission):

Plan for 1-3 hours to complete this relatively easy and straightforward part of the application. Please plan for the following dates:

- Application Submission Due June 19, 2019 by 5:00 p.m. PST
- Orientation Webinar will be available on May 31, 2019. Go to the [Contest Page](#) to register/view.
- *Contestants moving into round two as contestants will be announced on June 28, 2019*

## ROUND TWO (Proving Feasibility):

Round Two is more in-depth and will require a substantial time commitment from contestants. Please plan for up to 15 hours to complete well researched and vetted financial statements. We understand this can be an overwhelming and daunting task and this is why you will be assigned (and required) to meet with a business coach at least once during Round Two. Our goal is that all participants walk away with a valuable resource for starting and managing their business regardless of advancing to the following rounds. Please plan for the following dates:

- Submissions are due by 5:00 p.m. PST on July 22, 2019
- A Round Two Webinar will be available to participants on July 2, 2019.
- July 10-12<sup>th</sup> Business coach appointments will be assigned to all contestants who advance to round two during regular business hours July 10-12<sup>th</sup>.
- *Ten startup/early stage and ten established semi-finalist businesses will be announced on August 2, 2019.*

## ROUND THREE (Video Round):

We anticipate contestants will spend 10 hours planning and executing their videos. We do not expect or require professional videos. We hope businesses take the opportunity to learn about the different resources and skills to create simple and effective videos they can use on social media platforms. Please plan for the following dates:

- Submissions are due by 5:00 p.m. PST on August 16, 2019
- A Round Three Webinar will be available to participants on August 5, 2019.
- Video submission will be posted online for a nine (9) day public voting period from August 19<sup>th</sup> to August 28, 2019
- *Mission Award Winners will be notified by August 30, 2019 privately and invited to attend the IMPACT Pitch event where the award will be presented publically.*
- *Four startup/early stage and four established semi-finalist businesses will be announced on August 30, 2019 to advance to round four.*

## ROUND FOUR (LIVE EVENT):

We anticipate that contestants will spend at least 10 hours preparing and revising their pitches. Multiple resources will be available to help contestants including business coaches, webinars, pitch practices, and a dress rehearsal.

Location, Date & Time:

**Thursday September 19, 2019, 5:30pm Reception, 6:30 Pitch Start. REQUIRED 3:00pm dress rehearsal**

### Round Four Submission Deadlines and Requirements

- If providing a PowerPoint presentation, submissions are due by 8:00am September 11, 2019
- Webinar: Optional informational webinar with Q&A will be available on September 3, 2019
- Pitch Draft: Pitch draft with coaches on September 5, 2019
- Pitch Practice: The highly encouraged optional pitch practice will be scheduled for Thursday September 12, 2019 with business coach(es) in person or virtually
- Slide Revision: If participating in optional September 12<sup>th</sup> practice pitch, contestants will be allowed 24 hours to revise and resubmit slides
- Dress Rehearsal: Contestants are required to participate in a final dress rehearsal at 3:00pm on September 19<sup>th</sup>.
- *Mission awards decided in previous round will be announced publicly during the Live Event.*
- *IMPACT Pitch prizes for best startup/early stage & established businesses will be determined at the LIVE Event.*

All contest materials can be found at <https://businessimpactnw.org/impact/overview/>

Unless otherwise noted, all scoring, judging and advancement decisions will be completed at the sole discretion of a panel of Business Impact NW employees. Contest organizers reserve the right to adjust the split of established and startup businesses and the total number of businesses advancing in each round based on quality and quantity of submissions.

# Round One: Submitting Online Application & Supporting Documents

## Application Submission Due

June 19, 2019 by Close of Business 5:00 p.m. PST to <https://www.businessimpactnw.org/Impact/Contest>

## How to Enter

1. Fill out the online application, inside which you will:
  - a. Provide requested contact and business information
  - b. Submit responses to questions about the business model and the community impact
  - c. Attach a filled out 641 form for access to business coaching and acting non-disclosure agreement

Apply Here: <https://www.businessimpactnw.org/Pitch/Contest>

Only 50 initial applicants will be invited via email to advance to the second round of the competition. Preference will be given to early stage/start-ups and established businesses who have used SBA partner resources or Business Impact NW partners for technical assistance, advising, and/or training. Businesses will compete in separate startup/early stage and established categories from round two and on.

## Orientation Webinar

Orientation Webinar will be available on May 31, 2019. Details will be posted at [www.businessimpactnw.org/Pitch](http://www.businessimpactnw.org/Pitch)

Applicants who are accepted into round two as contestants will be announced on June 28, 2019

## Judging Criteria for Round One:

	Highest Scoring	< -----	-----	----- >	Lowest Scoring
<b>Application Narrative – Value Proposition (200 words)</b>	Unique and clearly stated value proposition. Did not use more than 200 words.	-----	Value proposition illustrates a unique business but not clearly stated.	-----	Value proposition needs work but demonstrates a good start. May have used more than 200 words.
<b>Application Narrative – Business Model &amp; Strategy (word-limited responses)</b>	Business model logic is easy to follow from responses and the model has a reasonably high likelihood of being executed as presented. Stayed within word limits for each question.	All key aspects of the business model are explained and relate to the business value proposition. Some questions regarding the execution of the plan exist.	Business model is understandable but aspects of the business model do not relate or support the unique value proposition of the business.	Questions were answered completely, but business model lacks cohesiveness.	Incomplete responses submitted. May have exceeded word limit on some questions.
<b>Application Narrative - Community Impact (500 words)</b>	Concise statement portraying the social, environmental, or economic impact this business has/or will have on the local community. Is no more than 500 words.	-----	Social, environmental, or economic impacts of this business are identified but not strongly associated with the business.	-----	The statement on impact has no connection to social, environmental, or economic impact this business has/or will have on the local community. Statement is unclear.

# Round Two: Proving Feasibility

(Market Research, Assumptions, and Financials)

## Round Two Submission Due

5:00 p.m. PST on July 22, 2019, to <https://www.businessimpactnw.org/Pitch/Contest>

Contestants who progress to round two will have the opportunity to present additional market research, business feasibility, and financial information to prove their business model.

## How to Complete Round Two

After notification that they have advanced to round two, contestants will be required to produce and submit the following:

1. Three year projected financial statements submitted using the standardized *Impact Pitch Financial Projections Workbook* that will be provided to contestants in EXCEL. Provided template will include a sales forecast, a profit and loss statement, and a cash flow statement. Financial statements will include a month-by-month projection for year one and summarized projections for year two and three. Projected financials statements must be accompanied by reasonable and documented assumptions.
2. A one to two page summary of market research, including data relevant to target market and competitors; and
3. A 1,500 words (or less) narrative explaining how and why the business or idea is feasible and sustainable.

Business coach appointments will be assigned to all contestants who advance to round two during regular business hours July 10-12<sup>th</sup>. Coaches are available to help answer questions and provide guidance, but contestants are responsible for producing all work products that are submitted for judging. Participants are required to meet once virtually with a business coach and are then encouraged to meet with their business coach as needed throughout the pitch process.

Ten startup/early stage and ten established semi-finalist businesses will be announced on August 2<sup>nd</sup>. Contest organizers reserve the right to adjust the split of established and startup businesses based on quality and quantity of submissions.

## Judging Criteria for Round Two:

	Excellent	Fair/Meets Expectation	Poor
<b>Projected Financials</b>	Financials tell the story of the business model clearly, are reasonable (not overly conservative or overly optimistic) have no formula errors, and includes all elements laid out in the <i>Impact Pitch Financial Projections Workbook</i> .	Financials tie together accurately but are not easy to follow. Some detail is present but important parts of the business model are not represented.	Financials are missing key aspects that explain the business model, may not flow together properly, may have missing sections, or may not have used <i>Impact Pitch Financial Projections Workbook</i> in submission.
<b>Reasonable and Documented Assumptions throughout projected financials</b>		Market research used to create projected financials are well thought out, have reasonable and cited up assumptions.	Market research was not completed. Financials based on wild guesses, unsupported theories, or anecdotes.
<b>Market &amp; Competitors Research Summary</b>	Customer Segments are specific and clearly identified. Market size is identified and the sources are cited. Trends in industry are addressed and cited. Competitor matrix identifies relevant competition and their relevant attributes.	Customer Segments, market size, trends, and competitors are identified. Some sources are cited.	Overall analysis is hypothetical and is not cited or researched.
<b>Overall Business Feasibility Summary</b>		Concisely summarize and logically support the feasibility of the business model.	Narrative is not logical and does not support the feasibility of the business model.
<b>Did you meet with a Business Coach during Round Two</b>		Yes	No

# Round Three: IMPACT Video Submission

(Social Marketing Campaign)

## Round Three Submission Due

5:00 p.m. PST on August 16, 2019 to <https://www.businessimpactnw.org/Pitch/Contest>

## Submission (Video) Requirements

- Must be less than four (4) minutes in total length;
- Videos must be uploaded and made public via a business or personal **YouTube** account before the due date/time
- Content of video must address concisely what the business does, what problem it is solving for its customer/client, who the team is, and the positive economic impact the business will have on the regional community (see rubric for details).

Semi-Finalists will be responsible for submitting a live public link to their YouTube video to <https://www.businessimpactnw.org/Pitch/Contest> by the above due date. Please note that uploading content to YouTube can take many hours. No additional time will be given based upon slow upload times.

## Orientation to Round Three Webinar

A Round Three Webinar will be available to participants on August 5, 2019. This webinar will review requirements of Round Three and provide participants free tools and resources for video creation. Participants are encouraged to create their own videos using free tools. This webinar will also review how Mission Awards and advancing to the LIVE pitch process will be determined during this round.

## Online Voting Dates

Video submission will be posted online for a nine (9) day public voting period from August 19<sup>th</sup> through August 28, 2019 at <https://www.businessimpactnw.org/vote>.

## ***Special Round Three Considerations:***

### **Advancing to Final Round LIVE Pitch Competition:**

You will be judged on public votes AND private judge scores. At the completion of the public voting, videos will be given ranked one (1) to sixteen (16) based solely on the number of public votes received. The public voting score will be combined with overall score from the judging panel based on the rubric below.

Contestants are encouraged to prepare and execute a social media plan in order to increase their total number of public votes. Contestants will also need to adhere to the rubric in order to advance to the top eight.

During Round Three participants will compete within selected tracks: startup/early stage and established businesses. Four startup/early stage and four established semi-finalist businesses will be announced on August 30, 2019 to advance to round four. However, contest organizers reserve the right to adjust the split of established and startup businesses based on quality and quantity of submissions in each category.

### **Winning a Business Impact NW Mission Award:**

Winner will be determined solely on the rubric criteria for Round Three, without the addition of public voting scores. Awards will be given at Business Impact NW judges' and guest judges' sole discretion. Winning a special mission award in Round Three does not disqualify a business from advancing to round four, or winning a LIVE Pitch \$10,000 award.

Mission award amounts will be \$1,000-2,000 and based on self-selected demographic categories identified during application process. These include: veteran-owned, women-owned, communities of color owned, immigrant and refugee owned, and LGBTQ owned businesses.

Mission Award Winners will be notified by August 30, 2019 privately and invited to attend the IMPACT Pitch event where the award will be presented publically. Mission fit per the below rubric is at the sole discretion of Business Impact NW.

## Judging Criteria for Round Three Mission Awards and Advancing to Live Pitch:

		<b>Excellent</b>	<b>Fair</b>	<b>Poor</b>
<b>Business = 50% of Score</b>	<b>Video addresses what the business does</b>	Clearly stated in the video what this business does. No confusion.	While there may be questions about what the business does, it is in general clear.	It was unclear exactly what this business does.
	<b>Video addresses problem the business solves</b>	Video addressed a compelling problem and why their solutions is the best.	Problems and solutions are presented but why this business is the best solution is not clear.	It is unclear what problem this business is solving.
	<b>Video showcases business team</b>	It is clear in from this short video that the team is qualified to solve the problem. Passion is obvious.	Team is identified and it appears is likely to have the skills. Passion is not obvious.	The team presented did not appear to match the talents and skills needed to run this business.
<b>Mission Impact = 50% of Score</b>	<b>Regional IMPACT: Economic</b>	Clear connection to local economic IMPACT, including local jobs. The IMPACT is measurable.	IMPACT to local economy, including jobs, is clear but not measurable.	IMPACT to local economy is neither clear nor measurable.
	<b>Regional IMPACT: underserved communities</b> including communities of color, women, Veterans, immigrants and refugees and/or LGBTQ+.	Clear connection to local underserved community IMPACT. The IMPACT is measurable.	IMPACT to local underserved community is clear but not measurable.	IMPACT to local underserved community is neither clear nor measurable.

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*The Business Impact NW mission is to grow businesses that create jobs in underserved communities, with the vision that all business owners have an equal opportunity to succeed.*

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# Round 4: LIVE Pitch Competition

## Date & Time:

Thursday September 19, 2019, 5:30pm Reception, 6:30 Pitch Start  
Participants REQUIRED to arrive by 3:00pm for dress rehearsal

## Location:

[415 Westlake](#)

415 Westlake Ave. N, Seattle 98109

## Round Four Submission Deadlines and Requirements

If providing a PowerPoint presentation, submissions are due by 8:00am September 11, 2019 at

<https://www.businessimpactnw.org/Pitch/Contest>

Eight finalists will pitch their businesses to a panel of three (3) live judges selected from the Pacific Northwest business community, not to include employees of Business Impact NW, for the chance to win cash prizes. There will be two practice opportunities; one required dress rehearsal on the day of the event and one optional rehearsal on September 12, 2019.

Contestants will pitch their business under the following guidelines:

- Contestants will have six (6) minutes to present a prepared pitch
- Contestants will have another two (2) minutes of question and answer time from judges
- Contestants are encouraged to prepare a slide show presentation (all slides are to be prepared using PowerPoint and are limited to 15 slides or less; no appendix slides will be allowed)
- Contestants may provide small samples of their product (if applicable) to the judges during the pitch. However, no additional points are awarded for samples.

## Webinar, Pitch Practice, Slide Revisions, and Dress Rehearsal Dates

Important dates and requirements during Round 4:

- Webinar: Optional informational webinar with Q&A will be available on September 3, 2019
- Pitch Draft: Pitch draft with coaches on September 5, 2019
- Pitch Practice: The highly encouraged optional pitch practice will be scheduled for Thursday September 12, 2019 with business coach(es) in person or virtually
- Slide Revision: If participating in optional September 12<sup>th</sup> practice pitch, contestants will be allowed 24 hours to revise and resubmit slides
- Dress Rehearsal: Contestants are required to participate in the final dress rehearsal at 3:00pm on September 19<sup>th</sup> at the 415 Westlake LIVE Event location.

Top established and top startup business prizes will be awarded at the live event based solely on judges' combined scores utilizing the below rubric. Overall scores and feedback will be provided to competitors within three business days of the competition in an effort to support business growth and development. All awards, scores and feedback collected from the judges are their own subjective views and opinions. See contest rules and regulations for more details.

### Judging Criteria for Round Four:

Pitch Content	Scale					NOTES
	Poor	Fair	Good	Very Good	Excellent	
1. The company demonstrated community impact ( <i>jobs created or increased, environmental impact, meeting a social need, solving a problem</i> ).	1	2	3	4	5	
2. Effectively shared the business problem and current opportunity this business model will capture ( <i>pain point</i> ).	1	2	3	4	5	
3. Defended the unique <b>value proposition</b> of this business model. Explained why THIS business for the current problem.	1	2	3	4	5	
5. Was able to demonstrate understanding of pricing, cost to produce, operation expenses, and graph 3 year projections.	1	2	3	4	5	
6. Proved a compelling market exists to support business model.	1	2	3	4	5	
7. Leadership team and background ( <i>expertise</i> ).	1	2	3	4	5	
8. The market strategy to capture the market is defined and reasonable.	1	2	3	4	5	
<b>Pitch Presentation Total</b>						

Pitch Delivery	Scale					NOTES
	Poor	Fair	Good	Very Good	Excellent	
1. Spoke clearly and demonstrated preparedness	1	2	3	4	5	
2. Told a story ( <i>not a list</i> )	1	2	3	4	5	
3. Used 4 <sup>th</sup> grade-level language ( <i>no unknown words used</i> )	1	2	3	4	5	
4. Related to the audience.	1	2	3	4	5	
5. Enthusiastic, passionate about the idea, full of energy	1	2	3	4	5	
<b>Pitch Delivery Total</b>						

Total Score: \_\_\_\_\_

# Other Rules and Regulations

- **Void Where Prohibited by Law:** The Competition is subject to all applicable federal, state and local laws and regulations and is void in any jurisdiction where it is prohibited by law or regulation.
- **Competition and Official Rules Subject to Modification by Business Impact NW (BIN):** The Competition and these Official Rules are subject to modification, cancellation, or limitation at any time at BIN's sole discretion, with or without notice, including to persons who have already entered the Competition. All changes to or modifications of the Competition or these Official Rules will be posted on the BIN website ([www.businessimpactnw.org](http://www.businessimpactnw.org)). BIN's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.
- **General Conditions of Participation in This Competition:** Except where prohibited by law, submission of an entry constitutes the applicant's consent, for purposes of advertising, trade, promotion, and publicity, to permit BIN and its affiliates, without notice or further compensation, a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, create derivative works from and display in any and all forms of media, now known and hereafter devised, such applicant's name, likeness, pictures, photographs, video, voice, biographical information, and statements. If necessary, applicants will sign any documentation that may be required for BIN or its affiliates to make use of these rights granted by applicants. Once submitted, all entries become property of BIN and will not be returned. All semifinalists will be required to submit an IRS Form W-9 in order to continue participation in the Competition. The determination of which applicants advance to successive stages of the Competition, and which applicant is the ultimate winner of the Competition, shall be in BIN's and the judges' sole and absolute discretion, as applicable, and each applicant hereby acknowledges that none of BIN, its affiliates nor their respective officers, directors, employees, and agents including outside attorneys, shareholders, representatives, successors, and assigns shall be liable in any way for the selection of, or failure to select, any applicant to advance in the Competition.
- **Similar Entries:** By submitting an entry, each applicant acknowledges and agrees that BIN may obtain many entries in connection with this Competition and other competitions staged or promoted by BIN, and that such entries may be similar or identical in theme, idea, format or other respects to other entries submitted in connection with this Competition or other contests sponsored by BIN or submitted for other reasons or other materials developed by BIN. Each applicant waives any and all claims against any BIN Party that he, she or it may have had, may have, or may have in the future, that any Competition entry or other works accepted, reviewed or used by the applicant may be similar to his, her or its Competition entry, or that any compensation is due to the applicant in connection with the entry or other works used by a BIN Party. Each applicant agrees that no BIN Party shall have any responsibility for any unauthorized use of any Competition entry by third parties.
- **Disqualification:** BIN reserves the right, in its sole discretion, to disqualify any applicant for any reason, including, but not limited to, for the submission of any incomplete entry or any entry not complying with these Official Rules, or any applicant that it finds to be: (i) tampering with the entry process or otherwise tampering with the operation of the Competition, the Competition website, or any other website or web banner ad related to the Competition; (ii) acting in violation of the Official Rules; (iii) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, harass, harm, mislead, or defraud any other individual or entity; or (iv) otherwise in violation of law, in each case as solely determined by BIN. Any person attempting to defraud BIN or any other applicant or in any way tamper with the Competition will be ineligible to compete in or win the Competition and BIN may seek any and all remedies available to it, including, if appropriate, filing complaints with legal authorities.
- **Website or Competition Corruption:** If for any reason, in BIN's sole discretion, the Competition is not capable of running as planned or if the administration, security, fairness, integrity, or proper conduct of this Competition is corrupted or adversely affected, BIN reserves the right to cancel, terminate, modify or suspend the Competition.
- **BUSINESS IMPACT NW RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO MODERATE ALL ENTRIES FOR COMPLIANCE WITH THESE OFFICIAL RULES OR TO DISQUALIFY ANY ENTRY THAT IT FEELS IS INAPPROPRIATE, OBJECTIONABLE OR INCONSISTENT WITH THE POSITIVE IMAGE OR GOODWILL IT WISHES TO PROMOTE IN THE COMPETITION. UNLESS OTHERWISE NOTED, ALL**

**SCORING, JUDGING AND ADVANCEMENT DECISIONS WILL BE COMPLETED AT THE SOLE DISCRETION OF A PANEL OF BUSINESS IMPACT NW EMPLOYEES.**

**• ALL APPLICANTS ACKNOWLEDGE AND AGREE THAT ALL ENTRY MATERIALS SUBMITTED IN CONNECTION WITH THIS COMPETITION ARE SUBMITTED ON A NON- CONFIDENTIAL AND NON- PROPRIETARY BASIS AND MAY BE USED BY BIN AND ITS AFFILIATES FOR ADVERTISING AND PROMOTIONAL PURPOSES INCLUDING, BUT NOT LIMITED TO, IN CONNECTION WITH THE COMPETITION WEBSITE. APPLICANTS AGREE THAT THEY WILL NOT USE THE ENTRY MATERIALS FOR ANY OTHER PURPOSE WITHOUT THE EXPRESS CONSENT OF BIN IN EACH INSTANCE.**

- **Limitation of Liability:** BIN is not responsible or liable for entries that are illegible, late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, altered, or otherwise not in compliance with these Official Rules, whether caused by BIN, the applicant, or anyone else.
- **Applicants' Own Work:** Each applicant's submission must be entirely their (or in the case of a team effort, the team's) own original creation and must not infringe upon or violate any laws or any rights of third parties, including, but not limited to, such violations as infringement of copyright, patent, trademark, trade secret or other proprietary or property right, libel, defamation, violation of rights of privacy, publicity, personality or celebrity, or any contract right, or any other right of any individual, corporation or entity. Each applicant must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties (including but not limited to all copyright holders and all individuals appearing in a video submission), necessary to use the submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast worldwide, by any means. Any and all such permission, licenses, clearances, releases, waivers of moral rights and approvals must be provided to BIN upon its request. No BIN party shall be responsible to any third-party for any applicant's failure to comply with this provision, and each applicant agrees to indemnify the BIN parties for any such claim.
- **Voting:** If any applicant is found to be soliciting votes in return for a purchase or payment of any kind, or any other form of consideration or inducement, the applicant may be disqualified at BIN's sole discretion. Applicants are prohibited from obtaining votes by any fraudulent or inappropriate means or practices, including, without limitation, offering prizes, payments or other inducements, to members of the public or using any website designed to induce individuals or provide other incentives to vote for the applicant's entry, as determined by BIN in its sole discretion, and BIN reserves the right to disregard any votes that it deems ineligible or fraudulent. The use of scripts, macros or any automated system or practice to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void. Any attempt by any voter to obtain more than the stated number of votes by using multiple accounts, identities, registrations or logins, or any other method will void that voter's votes and that voter may be disqualified. BIN reserves the right to select alternate finalists should the voting appear to be tampered with or manipulated in any way.
- **Affidavit & Release:** As a condition of receipt of the award, the winner of the Competition will be required to execute and deliver to BIN a signed Affidavit of Eligibility, which includes an acceptance of these Official Rules and a release of liability.
- **Notice to Winners:** As a condition of receipt of the award, the winner of the Competition will be asked to agree that the funds awarded are solely to fund the business described in the winner's entry form. Funds awarded are non-transferrable and may be considered taxable income, and the BIN parties assume no responsibility with respect to any tax liability incurred by the winner in connection with the award; applicants are advised to consult with their tax advisors for more information. BIN reserves the right to contact the winner on a regular basis for a period of one year after completion of the Competition to check on status, and will ask for a summary within twelve (12) months as to how well the funding met the expectations of the applicant. Items within this summary may be published by BIN.
- **Release and Waiver:** By entering the Competition, each applicant irrevocably agrees and acknowledges to be bound by the Official Rules and all applicable laws and decisions of BIN which are final and binding in all respects; to forever and irrevocably waive all of his, her, or its rights to claim ambiguity with respect to the Official Rules and to waive all of

his, her, or its rights to bring any claim, action, or proceeding against any BIN party in connection with the Competition; and to forever and irrevocably release, indemnify, and hold harmless the BIN parties from any liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, infringement of publicity or any intellectual property rights, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind, even if a BIN party has been advised of the possibility of such loss or damages), costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise from, result from, or are in connection with: (a) the Competition including, but not limited to, any Competition-related activity or element thereof and the applicant's entry, participation, or inability to participate in the Competition; (b) the violation of any privacy, personal, publicity or proprietary rights; (c) typographical errors in these Official Rules or any Competition promotional materials; (d) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or reasons beyond BIN's control or as otherwise set forth in these Official Rules; (e) any interruptions in or postponement, cancellation, or modification of the Competition; (f) human error; (g) incorrect or inaccurate transcription, receipt, or transmission of any part of the Competition entry; (h) any system, computer timing or dating mechanism, computer equipment, software, or Internet service provider utilized by BIN or by an applicant; (i) interruption or inability to access the Competition, the website, or any other Competition-related websites or any online service via the internet due to hardware or software compatibility problems; (j) any damage to applicant's (or any third party's) computer or its contents related to or resulting from any part of the Competition; (k) any lost or delayed data transmissions, omissions, interruptions, defects, and/or any other destroyed, incomplete, undeliverable or damaged Competition entries; (l) any wrongful, negligent, or unauthorized act or omission on the part of a BIN party; (m) the public voting or the tabulation of the votes, or (n) the selection by any BIN party or its advisors of the finalists.

- Disputes: Except where prohibited, all issues, questions and disputes concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the applicant and BIN in connection with the Competition, shall be governed by, and construed in accordance with, the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Washington. By entering, applicants consent to the jurisdiction and venue of the federal, state and local courts located in Seattle, Washington.

This Competition is sponsored and administered by Business Impact NW, 1437 S Jackson St. Seattle, WA 98144.