



COWBOY UP!

NMHU's 1ST Annual Business "Pitch" Competition

SPONSORED BY THE NMHU DEPARTMENT OF BUSINESS AND NMHU ACADEMIC AFFAIRS

Have you ever watched "Shark Tank" and thought "I have the perfect idea for a business, product, or organization!"

Well, here is your chance to make it happen!

**Sign up for NMHU's COWBOY UP "Pitch"
competition!**

The top 10 business ideas will move on to the Final Round where you will give a 3 to 5 minute "pitch" presentation via Zoom to a panel of judges on May 18, 2021.

First Prize: \$2,500

Second Prize: \$1,000

Third Prize: \$750

Fourth Prize: \$500

Fifth Prize: \$250

About the COWBOY UP Business Pitch Competition

COWBOY UP, NMHU's Annual Business Pitch Competition, is open to the larger NMHU community – NMHU students and alumni, students at SJC, CNM, SFCC, NNMC, LCC, and Dine College. COWBOY UP is a “pitch” competition that provides participants with the opportunity to present their business ideas to a panel of judges including NMHU faculty, business and community leaders, and entrepreneurs. Judges will evaluate pitches based on the business concept and the market opportunity.

Guidelines

The COWBOY UP Business “Pitch” Competition consists of two rounds.

To enter the initial round of the competition, participants will submit a written one-page summary of their business idea to Dr. Rod Sanchez, rodsanchez@nmhu.edu, by Friday, May 7th, 2021. Your summary must include: (1) your name(s), (2) your organization's name and/or a project title, and (3) a description of the product and/or service including your target market(s), sales channels, and your competitive advantage(s) relative to your competition.

Up to ten (10) of the best ideas will be selected for the final round – the live business pitch. The finalists will give their live business pitch via Zoom on May 18, 2021. Finalists will have 3-5 minutes to present (pitch) their ideas, and up to 10 minutes for questions and answers from our judges.

All participants will receive a certificate of participation.