

# GUIDELINES & CRITERIA

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2024

# SPARK

HOLLYWOOD, FL | CONNECT. IGNITE.

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DEVELOPED BY  
SPARK HOLLYWOOD, FL

# OVERVIEW

SPARK creates opportunities for entrepreneurs. The team connects like-minded individuals, cultivates a community around innovation & entrepreneurship, provides a platform to access valuable resources and bridges the gap between investors, businesses, sponsors and entrepreneurs. SPARK drives innovation by facilitating opportunities for the entrepreneur community that will catapult them forward to achieve their vision of the future.

# BACKGROUND

SPARK Hollywood, FL has brought a fresh wave of innovation to our burgeoning business community. Its team has hosted their annual SPARK Pitch Competition, since 2017 and SPARK Speaker Series in 2019. To build on its success, and shift to a virtual approach, the team has revised its platform hosting innovative events to ignite new ideas and inspire entrepreneurial growth.

For 2024, SPARK Hollywood, FL will host two events: Launch Your SPARK and the premier SPARK Tank Pitch Competition. Through this approach, entrepreneurs will have a platform to cultivate new, dynamic ideas and sharpen their skills while being inspired.

# GOALS & OBJECTIVES

01

Provide an opportunity for early-stage entrepreneurs to learn about resources available in the City of Hollywood and South Florida.

02

Ignite entrepreneurship through inspirational programs (Launch Your SPARK) strategically developed for entrepreneurs to build a solid foundation that will drive their innovation forward.

03

SPARK bridges the gap between investors, businesses, sponsors and entrepreneurs - promoting community involvement and continued economic growth & diversity.

04

Facilitate a competitive platform (SPARK Tank Pitch Competition) for selected contestants to pitch their idea or invention to a panel comprised of local investors and business professionals.

# TIMEFRAME

(1) Application (Submission Form + Pitch Video)

**Deadline: April 5th, 2024**

(2) Call Back 1 (Top 10)

**Zoom Interview: April 23, 2024**

(3) Virtual Coaching Session: 1 of 2 (Top 5)

**Zoom Prep: May 2nd, 2024**

(3) Virtual Coaching Session: 2 of 2 (Top 5)

**Zoom Prep: May 16th, 2023**

(4) Required Final Run Through (Top 5)

**In Person Prep: May 29th, 2024**

(5) Finalists Present Day of SPARK Tank Pitch Competition

**In Person Event: May 30th, 2024**

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# APPLICANTS

**SPARK Hollywood, FL is currently calling for applicants for its SPARK Tank Pitch Competition. There are no "typical applicants" - 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. 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.

## SUBMISSION

Applications will be submitted online at [sparkhollywoodfl.com](http://sparkhollywoodfl.com). Applicants will be required to provide the following through a form with submission uploads for review.

### ABOUT SUBMISSION REQUIREMENT

- Submission Form with Contact Information
- Upload 'Venture Written Brief' (PDF ONLY)
- Upload 'Venture Video Brief' (2 Min Max. / .MP4 or .MOV Format)

### FORMAT FOR WRITTEN BRIEF

(1) About Section

- Venture name • Brief description of concept, product, or service • Opportunity/ problem that the venture seeks to address

(2) Market/Competitors Section

- Identify target market • Current + potential competitors • Venture competitive advantage

(3) Development Section

- 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.

(4) Investment Section

- Include an explanation of investment needs. Include offering to potential investors indicating how much money is required, how it will be used and the proposed structure.

### FORMAT FOR VIDEO BRIEF

- Video is just a brief overview of venture (2 Minute Max.)
- NOT full pitch / NOT pitch deck
- Video Must Represent Applicants 'Stage Presence'

## WHY SHOULD I APPLY?

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Besides the opportunity to win up to \$5,000 as a cash prize - presenting your venture to our SPARK Hollywood, FL audience and supporters gives you a competitive edge. Gain valuable new referrals, leads, and contacts through premium brand visibility. Inform our business community about your mission, positioning and outreach. Provide details about your business to potential clients and investors.

## WHAT CRITERIA DOES SPARK LOOK FOR FROM APPLICANTS?

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Applicants who will be selected has finalists will be judged 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

- 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.

## SO I'VE APPLIED... NOW WHAT?

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Our SPARK Hollywood, FL Team will review all applicants and contact selected applicants. There will be 2 rounds of reviews. Selected applicants must be available to participate in the reviews to answer questions and critiques before the final [SPARK Tank Pitch Competition \(May 30th, 2024\)](#)

### **Call Backs for Interview by SPARK Selection Committee**

April 23rd

Virtual Coaching Sessions

May 2nd & 16th

### **Finalists Prep for Pitch**

In-Person Prep: May 29th, 2023

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. See call back details.

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.

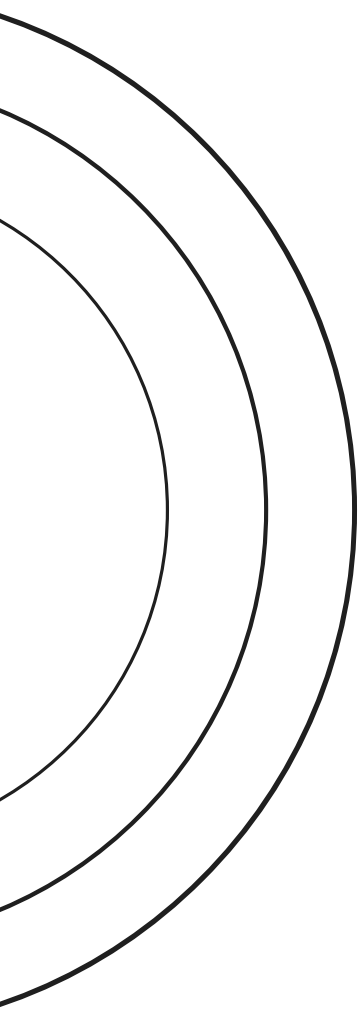
## WHAT SHOULD I EXPECT ONCE I AM A FINALIST?

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# TERMS AND CONDITIONS

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, FL reserves the right to disqualify any contestant who violates the rules, regulations or the spirit of the competition. Each participant in SPARK Hollywood, FL will be required to execute a document, on a form prepared by the City of Hollywood, releasing the City of Hollywood, the Greater Hollywood Chamber of Commerce, and all event organizers from any and all claims that the participant may have against the City of Hollywood, the Greater Hollywood Chamber of Commerce, and all event organizers arising out of the participant's participation in SPARK Hollywood, FL. 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

- 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, FL may use the materials in any book or other printed materials and any videotape or other medium that they may produce.
- SPARK Hollywood, FL 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.