



Socially Responsible Entrepreneurship Pitch Fest - Spring 2024

The Center for Socially Responsible Entrepreneurship and Innovation invites students to participate in the Socially Responsible Entrepreneurship Pitch Fest.

Eligibility:

- Undergraduate and graduate students enrolled in on-campus degree programs at William Paterson University.
- Each student may submit one pitch individually or as part of a team with a maximum of four William Paterson students
- Availability to present the pitch on campus on Wednesday, May 1 @ 12:30pm – 2:30pm, if selected as a finalist

Awards:

- 1st Place: \$1,000
- 2nd Place: \$650
- 3rd Place: \$300
- Funds will be disbursed to award winners by June 30, 2024
- If a pitch is submitted by a team, the team will share the award
- William Paterson students may receive compensation for only one pitch

Selection Criteria

Consistent with William Paterson University's core values, the pitch will address:

- The three components of the entrepreneurial autonomy worksheet (Table 3) available at <https://www.sciencedirect.com/science/article/pii/S235267342300015X>:
 1. Economic, social, and/or environmental issues that the entrepreneur seeks to improve (16%)
 2. A new vision that articulates improved economic, social, and/or environmental conditions (16%)
 3. Actions that the entrepreneur will take to enhance economic, social, and/or environmental conditions and benefit an inclusive array of stakeholders by creating a nonprofit or for-profit enterprise (17%)
- The new organization's economic, social, and environmental goals
 4. Economic goals: estimates and data sources for annual sales of the new organization and potential number of customers within a target market segment as well as forecasted growth rate of the market segment or industry, along with planned sources of financial resources (17%)
 5. Social goals: the new organization's contribution to diversity, equity, and inclusion conditions, such as inclusion of employees from diverse backgrounds or who face employment barriers, and service to customers from diverse communities or underserved market segments (17%)
 6. Environmental goals: The new organization's environmentally friendly practices, such as sustainable waste management, recycling procedures, as well as efficient use of water, energy, and other resources (17%)

Application:

Students will email their pitch on PowerPoint slides to Dr. Ana Siqueira, CSREI's Director, at siqueiraa@wpunj.edu.

Selection Committee:

A committee including the Center's Director along with entrepreneurs, business practitioners, and/or faculty members will select finalists and award winners.

Important Dates:

- Online Application Submission Deadline: Wednesday, March 6
- Announcement of Finalists: Wednesday, April 10
- On-Campus Pitch Fest with Finalists: Wednesday, May 1 @ 12:30pm – 2:30pm

For questions, please contact Dr. Ana Siqueira, CSREI's Director, at siqueiraa@wpunj.edu.