

**MIAMI-DADE ECONOMIC ADVOCACY TRUST 2025 PITCH COMPETITION**



**Pitch Timeline**

January 15 <sup>th</sup>	Pitch Expo – North	10:30 AM – 12:00 PM	<b>The Idea Center – MDC Wolfson:</b> 315 N.E. 2nd Avenue, Bldg. 8, 5th Floor Miami, FL 33132 <a href="https://www.MDEAT.eventbrite.com">https://www.MDEAT.eventbrite.com</a>
January 22 <sup>nd</sup>	Pitch Expo – South	10:30 AM – 12:00 PM	<b>The Idea Center – MDC Homestead:</b> 500 College Terrace, Room C303 Homestead, FL 33030 <a href="https://www.MDEAT.eventbrite.com">https://www.MDEAT.eventbrite.com</a>
January 24 <sup>th</sup>	Pitch Video Practice	12:30 PM – 2:30 PM	<b>The Center of Black Innovation</b> 937 NW 3rd Ave Miami, FL 33136
January 30 <sup>th</sup>	Speed Pitch Mixer	6:30 PM – 8:00 PM	<b>Da Cave Miami</b> 13641 NW 7th Ave, North Miami, FL 33168
February 6 <sup>th</sup>	Application Deadline	5:00 PM	Application available on website: <a href="http://miamidade.gov/mdeat">miamidade.gov/mdeat</a> All submissions emailed to: <a href="mailto:EconomicDevelopment@MiamiDade.gov">EconomicDevelopment@MiamiDade.gov</a>
February 18 <sup>th</sup>	Semi Finalist Announced	12:00 PM	<a href="https://www.instagram.com/mdeatinfo/">https://www.instagram.com/mdeatinfo/</a> <a href="https://www.facebook.com/MDEATInfo/">https://www.facebook.com/MDEATInfo/</a>
February 26 <sup>th</sup>	Final Pitch Competition	6:30 PM - 8:30 PM	TBD

**Pitch Sponsors**



**Miami-Dade Economic Advocacy Trust (MDEAT)**  
601 NW 1st Court, Suite 2132 Miami, FL 33136 O: (305) 375-5661  
Email: [EconomicDevelopment@MiamiDade.Gov](mailto:EconomicDevelopment@MiamiDade.Gov)

## Section 1: Objective

Foster the growth and innovation of established businesses with a proven track record. Prioritize those that drive economic development, create jobs, and positively impact the community. Provide strong support to local micro and small businesses in Miami-Dade County that have been operational for at least three years.

## Section 2: Criteria

### A. Eligibility

- Applicants must be at least 18 years of age.
- Businesses must have been in operation for a minimum of three (3) years, as verified by Sunbiz.org.
- The business must have a physical location in Miami-Dade County.
- Only one business with common ownership and/or management may be awarded.

### B. Requirements

#### **For-Profit-Business Requirements:**

1. Provide the most recent three (3) years of **tax return transcripts.**
2. Demonstrate an average gross revenue between \$24,000 and \$750,000 over the past three (3) years.
3. Employ fewer than twenty-five (25) employees.
4. Ensure the business is not in default or non-compliance with any county loan or grant program.
5. Note that franchises or businesses affiliated with national chains are ineligible.
6. Align business operations with economic development goals such as community improvement, job creation, or sustainability.
7. Confirm that the business does not engage in any illegal activities.
8. **Provide active Local Business Tax Receipt.**
9. **Provide IRS EIN Documentation.**
10. **Provide a valid Driver's License copy.**

### **Non-For-Profit-Business Requirements:**

1. Provide proof of **verified IRS active status**.
2. Demonstrate an average gross revenue between \$24,000 and \$750,000 over the past three (3) years.
3. Submit the most recent three (3) years of IRS Form 990.
4. Provide the most recent three (3) years of Balance Sheets, Income Statements, and/or Profit and Loss Statements.
5. Include Solicitation of Contributions from the Florida Department of Agriculture and Consumer Services.
6. Submit IRS tax-exempt status documentation.
7. Employ fewer than twenty-five (25) employees.
8. Ensure the business is not in default or non-compliance with any county loan or grant program.
9. Note that franchises or businesses affiliated with national chains are ineligible.
10. Align business operations with economic development goals such as community improvement, job creation, or sustainability.
11. Confirm that the business does not engage in any illegal activities.
- 12. Provide active Local Business Tax Receipt.**
- 13. Provide IRS EIN Documentation.**
- 14. Provide a valid Driver's License copy.**

### **C. Submission Guidelines**

To participate in the Pitch Competition, Please submit the following to [EconomicDevelopment@MiamiDade.Gov](mailto:EconomicDevelopment@MiamiDade.Gov) by the deadline 2/6/2025 close of business 5:00 pm.

1. Completed Application found on our website: <https://miamidade.gov/mdeat>
2. Executive Summary: Submit a one-page summary detailing the business concept, market need, target audience, and impact.
3. Pitch Deck: Prepare a slide deck (5-10 slides) covering the problem, solution, market size, business model, competitive advantage, team, and financial projections.
4. Video Submission: Introduce yourself and your business idea in a compelling 2-3 minute video. Highlight the following: 1. Introduction 2. The Problem or Need 3. The Solution/Value Proposition 4. Target Market 5. Impact 6. Business Model and Revenue Plan 7. Funding Need and Use of Funds 8. Call to Action/Closing. All videos should be accessible *via an online link*. YouTube or Dropbox links are recommended.

Find a brief description of each topic below to assist in preparing your required initial submission package:

1. Executive Summary (One-page max) - *Please provide a brief overview of your business idea, the problem it addresses, and your proposed solution.*
2. Describe Your Target Audience - *Who are your primary customers, and why do they need your product/service?*
3. Market Potential - *Provide a brief description of your market size and potential growth.*
4. Business Model - *How do you plan to generate revenue (e.g., product sales, subscription model)?*
5. Competitive Advantage - *What makes your business unique compared to competitors?*
6. Current Progress and Milestones - *List any achievements, such as completed prototypes, sales, partnerships, or funding secured.*
7. Funding Need and Use of Funds - *How would you use the grant funding if awarded?*

#### D. Application Submittal Rubric

CRITERIA	DESCRIPTION	POINTS
<b>PLEASE NOTE</b> – If any required documentation is not provided the application will be considered invalid.		REQUIRED
<b>1. Completed Application:</b>	Completeness   Clarity and Precision	10
<b>2. Executive Summary:</b>	Business Idea and Problem   Proposed Solution	15
<b>3. Describe Your Target Audience:</b>	Primary Customers   Target Audience Fit	5
<b>4. Market Potential:</b>	Clear description of the market size and growth potential.	5
<b>5. Business Model:</b>	Clear explanation of how the business plans to generate revenue (e.g., product sales, subscription model).	10
<b>6. Competitive Advantage:</b>	Demonstrates what makes the business unique and how it stands out from competitors.	5
<b>7. Current Progress and Milestones:</b>	List of achievements such as completed prototypes, sales, partnerships, or funding secured.	5
<b>8. Funding Need and Use of Funds :</b>	Clear explanation of how the grant funding would be used if awarded.	5
<b>9. Pitch Deck:</b>	Problem Statement   Solution   Market Size   Business Model   Competitive Advantage   Team   Financial Projections	20
<b>10. Video Submission:</b>	Clarity and Engagement, Presentation Skills Business Understanding, Creativity , Technical Quality  - All videos should be accessible <i>via an online link</i> . YouTube or Dropbox links are recommended.	20
<b>Total Points</b>		<b>100</b>

## E. Judging Criteria

1. Innovation and Creativity: Is the idea unique or a creative solution to an existing problem?
2. Economic Impact: Will the business create jobs, address economic needs, or benefit the community?
3. Scalability and Sustainability: Is the idea scalable, and can it be sustained long-term?
4. Team and Execution Plan: Does the applicant/team have the skills and plan to execute the idea?
5. Presentation Quality: Was the pitch well-prepared, clear, and engaging?

## F. Competition Structure

- Initial Screening: Applications reviewed based on eligibility and business potential; top 7-10 applicants move to the semi-final round.
- Final Pitch Event: Finalists present live in front of judges and an audience. Each finalist gets 5-7 minutes for the pitch followed by a Q&A.

## G. Prizes and Support

**Monetary Awards:** Substantial grants or seed funding for the top three winners, with prizes of \$15,000 for first place, \$10,000 for second place, and \$5,000 for third place, empowering them to scale their businesses.

**Access to Resources and Networking Opportunities:** Complimentary access to a wide range of local business resources, generously provided by our strategic partners, designed to support business growth and innovation.

**Exclusive Marketing and Event Space:** First-place winners receive premier marketing support and access to event spaces, courtesy of our esteemed community partners, to elevate their brand visibility and community engagement.

## H. Terms and Conditions

Finalists will be required to agree to specific terms, as a recipient of Miami-Dade Economic Advocacy Trust grant funds.

Grant funds must be used for the business as outlined below:

- Inventory/Supplies/ (No Food Items)
- Business Equipment
- Marketing/Advertising
- Business Expansion
- Technology (e.g., computer, software, copier, etc.)

## Section 4: Initial Submission Attachments

To participate in the Pitch Competition, Please submit the following to [EconomicDevelopment@MiamiDade.Gov](mailto:EconomicDevelopment@MiamiDade.Gov) by the deadline 2/6/2024 close of business:

1. **Completed Application:** *download on our website: <https://miamidade.gov/mdeat>*
2. **Executive Summary:** *Submit a one-page summary detailing the business concept, market need, target audience, and impact.*
3. **Pitch Deck** (PDF, 5-10 slides): *Please attach a pitch deck with slides on your problem, solution, market, business model, team, financial projections, etc.*
4. **Video Pitch** (2-3 minutes): *Introduce yourself and your business with a clear focus on the problem you're solving and the value your solution offers. Highlight your target market, the impact of your business, and how your model generates revenue. Share your funding needs and how the investment will drive growth. Conclude with a strong call to action that inspires support for your vision. Ensure the video is engaging and accessible via an online link. YouTube or Dropbox links are recommended.*

## Pitch Competition Application

**Section I: Business Details – please provide all business information as it appears on [www.sunbiz.org](http://www.sunbiz.org). It is preferred to provide typed answers for accuracy and legibility.**

- A. Legal Name of Business: \_\_\_\_\_
- a. Owner Name(s): \_\_\_\_\_
- b. Business Phone: \_\_\_\_\_
- c. Personal Contact: \_\_\_\_\_
- d. Business Email: \_\_\_\_\_
- e. What is the date filed on Sunbiz.org for this business? \_\_\_\_\_
- B. Is this business a DBA? Y/N
- If yes, list the DBA owner: \_\_\_\_\_
- C. Business Address: \_\_\_\_\_
- D. County Commissioner & District #: \_\_\_\_\_
- (<https://www.miamidade.gov/global/government/commission/home.page>)
- E. Type of Business: \_\_\_\_\_
- a. Brief Description: \_\_\_\_\_
- b. Is this a for profit business or a non-for-profit? \_\_\_\_\_
- c. List your 6-digit NAICS Business Code: \_\_\_\_\_
- (<https://www.naics.com/search/>)
- F. Do you have employees on payroll? Y/N
- a. If yes, how many: \_\_\_\_\_
- G. List and attach any business designations: \_\_\_\_\_



**Section II: Business Structure Information – Please provide all business information as it appears on [www.sunbiz.org](http://www.sunbiz.org). It is preferred to provide typed answers for accuracy and legibility.**

A. EIN #: \_\_\_\_\_

B. Which corporate structure describes your business:

a. Corporation \_\_ b. Partnership \_\_ c. Sole Proprietorship \_\_ d. LLC \_\_ e. Not-For-Profit \_\_

f. Other: \_\_\_\_\_

C. Is the business authorized to issue shares? Y/N

a. If yes, how many shares: \_\_\_\_\_

b. If yes, have any shares been issued? Y/N

c. If yes, number of preferred: \_\_\_\_\_ and number of common: \_\_\_\_\_

D. Identify all owners of the firm and their ownership percentage.

Name/Title	Ethnicity	% Ownership

E. Is the owner, or any shareholders or partners of the business employed by Miami-Dade County? Y/N

a. If yes, provide name, position, and department: \_\_\_\_\_

b. If yes, please contact the Miami-Dade Ethic Commission for a legal opinion and submit the opinion along with this application.

F. List professional licenses held for legal and ethical business operations and the name of the license holder:

a. \_\_\_\_\_

b. Do you have an active Miami-Dade County Local Business Tax Receipt? Y/N

G. Identify and fully explain any changes within the past 15 months affecting the ownership, control, or responsibility for the day-to-day operation of the company (attach additional sheet if necessary): \_\_\_\_\_

**Section III: Financial Information** – Please provide all business information as it appears on [www.sunbiz.org](http://www.sunbiz.org). It is preferred to provide typed answers for accuracy and legibility.

A. Number of authorized signatures on company’s checking account: \_\_\_\_

Please give the name and title of individual(s) authorized to sign checks:

Name	Title

B. Has the applicant firm or any firm affiliation with the applicant firm’s owner, officer, directors, or senior management been suspended or debarred from contracting with any government entity? Y/N

If yes, explain: \_\_\_\_\_

**Section IV: Requirements**

Please provide documentation for requirements listed below according to your business type.

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**Section V: Acknowledgements**

1. Consent and Agreement

- I agree with the terms and conditions of the competition:
- I confirm that all the information provided is accurate and my own original work.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Sign Name

\_\_\_\_\_

Date