

FAQ

What is Passion, Pitch and Purpose?

Passion, Pitch and Purpose is a new South London based business pitch competition, where underrepresented idea stage and start-ups of 18 months showcase their businesses and make a case for how the competition money can improve their business outcomes.

Aspiring entrepreneurs will have the opportunity to present their business and win up to £1000 in funding. All entrants will receive a copy of For Business Sakes' 'Passionpreneur Pre-Business Start-Up Mini Workbook' to help guide them through the pitch process, alongside pitch training from SiLL Champions.

The competition is being organised and funded by For Business Sake and supported Croydon Libraries, Southwark Libraries and Lewisham Libraries.

Why should I enter?

The competition is an opportunity for aspiring entrepreneurs to make an investment in themselves by entering and to utilise the tools given to them through the competition to help make their idea a reality.

Eligible Idea stage and Start-ups will be provided with a copy of For Business Sake's workbook 'Passionpreneur' and pitch training.

Alongside the opportunity to win funding for your business all entrants will be given the opportunity to develop their idea, interact with other start-ups, gain feedback from a judging panel and learn about putting together a successful pitch.

Eligibility Criteria?

To enter the competition click [HERE](#):

Entrants must:

- Be Underrepresented idea stage and start-ups (Underrepresented embraces of any one or more of the 9 protected characteristics these include: race, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, sex, and sexual orientation.)
- Either live or have a business based within the boroughs of South London*
- Either be at the idea stage of their business or have been operating for no more than 3yrs

Shortlisting will be based on meeting the eligibility criteria set above

**If the competition is undersubscribed it may be opened up to include business who operate within these boroughs without being based within them.*

How do I enter?

Step 1. To enter the competition click [HERE](#) and complete an online application form

Step 2. Upon successfully application and meeting the eligibility criteria, you will be contacted with a code and link to pay a **£20 P&P entry fee** payment will be taken by the competition organiser 'For Business Sake'. Once payment is confirmed you will receive a copy of the Passionpreneur mini-workbook.

Step 3. Once you have received your Passionpreneur mini-workbook you will need to complete all 40 questions to help you on the pitch training and for the final competition days

Step 4. A library champion from your Borough will contact you informing you about the pitch training day.

How will the competition days work?

Round 1: Each entrant will be asked to pitch for a panel via Zoom for panellists located within their borough. Pitch presentation should not exceed 5 minutes. Two businesses from each borough will proceed to the final round. Date TBD.

Final round: Businesses who are invited to the final round will be asked to pitch to a panel of key stakeholders who will make the final decision on the winners of the competition. Again pitch presentations should not exceed 5 minutes. Date TBD.

How will entrants be judged?

Start-ups will be judged on set criteria, applicants will be asked questions from each of the four sections of the 'Passionpreneur' and scored accordingly:

1	Reply does not answer the question
2	Reply is adequate in terms of understanding the question an providing and appropriate example
3	Reply meets expectations in terms of understanding the question and providing an appropriate answer
4	Reply is good and promising in terms of understanding the question and providing and appropriate example
5	Reply exceeds expectations

What are the competition prizes?

There are three prizes which are:

1st place - £1000 2nd place- £500 3rd place- £250

Prizes will be paid by For Business Sake to the winning Start-ups.