**The Pitch 2022**

 **Written Application**

**Submission Deadline: Monday, March 14th, 2022**

The second part of your application is a written submission, which will allow you to provide some more details around the proposed idea you have pitched in the video submission. Only selected finalists are required to prepare this section of the application. Please see submission instructions at the end of this document.

**General Information**

|  |  |
| --- | --- |
| Name of Applicant(s) |  |
| MtA Email Address |  |
| Program of Study (Major, Minor) |  |
| Year of Study |  |
| Business/Project Name |  |

Is your business/social innovation project already operating? Yes \_\_\_\_\_ No \_\_\_\_\_

**If you answered yes, please complete the following table (If you answered no, this is not necessary):**

|  |  |
| --- | --- |
| Year founded |  |
| Applicant’s Title (e.g. President, CEO, etc.) |  |
| Is this company incorporated? |  |
| What percentage of the company does the applicant own? |  |
| What is the highest annual revenue that your company has earned? |  |
| Link to company website |  |
| Company’s social media handles |  |

Please answer the following five questions to the best of your abilities and pay attention to the word limits in parentheses. Please refer to the Student Handbook for The Pitch 2022 to view judging criteria and point allocation.

1. Introduce yourself and share any relevant information (education, volunteer work, job experience etc.) that will help you to successfully launch the idea. *(word limit: 100)*
2. Identify the problem you aim to solve and why does it matter? *(word limit: 200)*
3. What is your proposed solution for the problem? *(word limit: 250)*
4. What is your competitive advantage? *(word limit: 100)*
5. How will you implement it? *(word limit: 250)*

Submission Instructions:

Please submit your document by sending it as an attachment in an email sent directly to awalker@mta.ca. Please name your file LastName\_FirstNameWritten.doc. Contact Amy Walker at awalker@mta.ca if you are experiencing difficulties.