



2021 MEDA Pitch Competition

Reimagining
Food Systems

GUIDEBOOK



MEDA wants to mobilize the next generation of changemakers, social innovators, and entrepreneurs to engage in lasting global impact within agri-food markets.

The 2021 MEDA Pitch Competition is for next generation start-ups running with an impactful agri-food innovation that aligns with MEDA's values. It is held in the spirit of MEDA's mission and vision to encourage and foster social-minded innovation.

Why agri-food innovation?

MEDA is a leader in economic development. For over 65 years, we've worked to provide business solutions for entrepreneurs experiencing poverty around the globe. Our focus in agri-food market systems is what sets us apart. We have seen the growth of many agri-food solutions in the field and are eager to support new innovative ideas!

Agri-food markets are the totality of actors involved in the production, distribution, and consumption of food, the relations between them, and the regulatory apparatus governing these arrangements.

Our Sponsors

Ron and Barbara Schlegel and their family are committed champions of young professionals and their potential to make a meaningful difference in the world today. Dr. Schlegel has been described as a social entrepreneur, philanthropist and community builder, for which he received the Order of Canada, Officer level. The Schlegel Family have inspired this year's MEDA Pitch Competition through their vision and generous support. The funds dedicated towards making the MEDA Pitch competition possible were made in honor of former MEDA President, Allen Sauder in a commitment to build upon his work and preserve his legacy throughout generations and for decades to come.

Opportunity

The 2021 MEDA Pitch Competition is an opportunity for the next generation of changemakers, social innovators, and entrepreneurs to pitch business solutions within agri-food markets to win a \$10,000 award to help accelerate their business.

Location

The MEDA Pitch Competition will be held in-person (pending COVID-19 restrictions) at [MEDA Convention](#) in Atlanta, Georgia at Grand Hyatt Atlanta in Buckhead. The event takes place starting at 4 pm on Friday, November 5th. Finalists must be available to present their product, service or idea in person, and in front of an audience, to a panel of judges.

Process



Important Dates



Eligibility

To win the MEDA Pitch Competition your team must meet the following requirements:

- Teams must:
 - Appoint a team leader who will be the point-of-contact with MEDA
 - Have between one and five members
- A minimum of 51% of your company must be owned by an individual under the age of 40.
- Your team's company must be less than five years old as of (date of live pitch) and have raised less than \$100,000 in funding, grants, or prize money.
- Past finalists of the MEDA Pitch Competition using the same business idea are ineligible.
- Your idea must contain a solution within agri-food market systems as defined by Oxford Reference (The totality of actors involved in the production, distribution, and consumption of food, the relations between them, and the regulatory apparatus governing these arrangements), and must address 1 or more of the following UN Sustainable Development Goals, which are addressed by MEDA's Theory of Change:



- To qualify you must provide a complete application before September 27th

Prizes

Prizes must be accepted as awarded. Prizes may not be sold or transferred.

First place winner will receive:

- \$10,000 USD cash prize
- An all-expenses paid trip to MEDA Convention 2022 in Lancaster, PA for one team member
- One winning team member will be a judge at the 2022 MEDA Pitch Competition
- The winning pitch will be featured in Marketplace Magazine and across MEDA social media platforms

Second place winner will receive:

- \$5,000 USD cash prize
- Partnership with a successful business professional for mentorship opportunities

All (5) Finalists

- Receive a \$500 travel stipend along with free lodging at MEDA Convention 2021 in Atlanta – where you will compete!

How to Enter

All applicants must submit the application requirements online by September 27, 2021.

APPLY HERE



Complete the application form available at meda.org/pitchcompetition

Include with your application a link to a YouTube video of your mini pitch.

Include with your application a completed Business Model Canvas

Agree to terms and conditions upon application.

Judging Criteria

- All applications will be reviewed and five finalists will be selected. You will be judged on your business idea, product, or service.
- All finalists will be contacted via email the week of October 4th. If MEDA is unable to connect with a finalist by October 13, 2021 at 5:00 p.m. Toronto time, that finalist will be disqualified and an alternate finalist will be selected.
- Each finalist will be asked to deliver a five-minute pitch to a live audience and a panel of judges and will participate in five minutes of Q&A.
- The winner will be chosen by a panel of three judges from the five finalists. The decision of the judging panel is final and binding. The judges will evaluate your pitch using the [following rubric](#).
- The winning team must engage in follow up procedures including: cost breakdown and application of prize money, follow up interview with Marketplace magazine, and attendance at the 2022 MEDA Pitch Competition.
- All pitch contestants are responsible for ensuring that any material they provide to MEDA, including text, photographs, video and sound, does not violate the copyright, trademark, trade secret or any other personal or proprietary rights of any third party or is used with the permission of the owner(s) of such rights.

Terms and Conditions

1. This Competition is for the general public eligible to enter and will be interpreted and subject to Canadian Federal and Ontario provincial laws and regulations.
2. By participating in this Competition each entrant agrees to be legally bound by official contest entry rules
3. MEDA reserves its right to cancel, terminate, modify, amend, extend, move virtual, or suspend the Competition.
4. Employees, representatives and agents of MEDA as well as anyone domiciled with or related to such employees, representatives or agents and the Competition judges are not eligible to enter, or otherwise participate in this Competition.
5. To be considered an eligible entry, MEDA reserves the right to vet entries based on consistency with MEDA's policies and procedures.
6. MEDA shall not be liable for the failure of any contents submission or entry to be received by MEDA for any reason, including, but not limited to technical problems, traffic congestion, or for any other issues.
7. MEDA shall not be liable for any injury or damage to a contestant's or any other person's computer related to or resulting from participating in the Competition.
8. The Competition winners are solely responsible for payment of any applicable taxes and reporting any taxable income associated with winning the Competition. The prize cannot be substituted or transferred to a third party. Any additional costs not described in these rules as part of the prize that are incurred in collecting and/or using the prize are the prize winner's responsibility.
9. Termination of Competition: MEDA reserves the right in its sole and absolute discretion to void any entry and/or withdraw, suspend, amend, or terminate this Competition in whole or in part (or to amend these rules) in any way at any time without prior notice (but subject to applicable law), in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, COVID-19 concerns or any other cause beyond the reasonable control of MEDA that in MEDA's sole discretion determines, interferes with the proper conduct of this Competition as contemplated by these rules, or in the event of any accident, printing, administration or other error of any kind or for any other reason. Any attempt to undermine the legitimate operation of the Competition is a violation of criminal and civil laws and should such attempt be made; the person will be automatically disqualified, and MEDA reserves the right to seek remedies and damages to the fullest extent permitted by law. MEDA reserves the right in its sole and absolute discretion and without prior notice to adjust any of the dates and or time frames stipulated in these rules, to the extent necessary for the purposes of verifying compliance by an entry with these rules, or as a result of technical problems or in light of any other circumstances which in the opinion of MEDA in its sole and absolute discretion affect the proper administration of the Competition as contemplated in these rules.
10. Personal information: By entering this contest each contestant expressly consents to MEDA its agents and or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with MEDA's privacy policy unless the contestant otherwise specifies by giving MEDA notice in writing.

This Competition is administered by Mennonite Economic Development Associates of Canada.

Any questions, comments or complaints regarding the Competition should be directed to: Email:

convention@meda.org.

2021 MEDA Pitch Competition Rubric

JUDGE NAME	PITCH CONTESTANT	NAME OF BUSINESS IDEA

PART 1 – CONTENT	YES	NO	WEAK 1–4	NEUTRAL 5–7	STRONG 8–10
<p>Opportunity for Social and Environmental Impact: Does the product/service address a clearly defined problem within agri-food markets?</p> <p>Have they clearly expressed how their product/service is an effective solution and contributes to the SDGs?</p>					
<p>The Product/Service: Is the product or service unique? For ideas, do they provide proof of concept that has been grounded and tested?</p> <p>Have they outlined their competitive advantage?</p>					
<p>Market Analysis: Is the target customer and value proposition clearly defined?</p> <p>Have they provided a description of the size (\$), growth potential, and composition of the market?</p>					
<p>Marketing and Production Channels: Has the delivery and promotion of the product/service to the customer been considered and articulated? Is proof of customer engagement and interest provided?</p>					
<p>Revenue Streams: Is the pricing of the product/service feasible? Are target customers willing to pay?</p> <p>Has a clear revenue model been provided? Is the return on investment made clear?</p>					
<p>Cost Structure and Financial Viability: Are the costs to produce addressed and feasible? Is the business model viable?</p>					
<p>Next Steps: Has the participant considered next-step activities, resources and partnerships to deliver on the product/service?</p> <p>Do they have the resources to meet their goals? If not, is there a clear plan to acquire them?</p>					
<p>Future Potential: Do they explain the scalability and sustainability of the business?</p> <p>Has the participant expressed how they would use the prize money?</p>					

PART 2 – CLARITY	YES	NO	WEAK 1-2	NEUTRAL 3-4	STRONG 5
Clarity: Spoken language is clear and is easily understood.					
Aesthetics: Do stylistic choices and embellishments in visual materials serve or hinder communication?					
Lasting Impression: Did they connect with the audience to leave a lasting impression? Are you convinced they can succeed?					

BONUS POINTS	WEAK 1-2	NEUTRAL 3-4	STRONG 5
Audience Vote: Audience will vote for their favorite pitch and ask questions. Votes will be tallied to add bonus points to judges scores. Five points will be awarded to the team with the most votes, the team with the second most votes will receive four points, the team with the third most votes will receive three points and so on. The audience's favorite pitch will win the fan favorite award and, as a one time offer, be featured on all MEDA social media!			

Overall score for the business idea out of 95:
Comments: