

The Start Something Challenge Competition

Official Rules

Prize Details

Up to \$30,000 in Cash & Prizes

Launched on January 28, 2016, The Start Something Challenge is a statewide initiative spearheaded by Rising Tide Capital and its partners to encourage entrepreneurs, particularly from low-income, urban communities, to activate new business ideas. Participants will build new relationships, generate money to help grow their business, receive valuable feedback, and work towards a chance to win a business grant! The Challenge will culminate on November 1, 2016 with "The Start Something Champions Gala," an event to support Rising Tide Capital's year-round entrepreneurial education programs for primarily at-risk, low-income adults in distressed urban areas, and honor the corporate leaders, entrepreneurs and philanthropists who champion this mission.

Rising Tide Capital is a 501 (C) (3) non-profit organization headquartered in Jersey City, New Jersey, dedicated to the economic empowerment of underserved communities through entrepreneurship. The organization was founded on the premise that thriving, sustainable neighborhoods can be built by empowering entrepreneurs to build strong businesses that transform their lives and strengthen their families. Rising Tide Capital was co-founded in 2004 by Harvard graduates Alfa Demmellash and Alex Forrester.

Contest Instructions

Phase I

One video entry per competitor. Competitors must create a 30-second video using the Lite (free) version of the Animoto software, which illustrates their business idea. They must then export the Animoto video to YouTube using the title "Start Something Challenge 2016 – Name of Business Idea. Each video must be accompanied by a two to five sentence business idea description (150 words max). Video submissions must fit under one of five business sectors: Fashion & Beauty; Arts, Crafts & Entertainment; Food; Public, Social & Health; and Other Professional Services. All videos must be submitted between Monday, June 13, 2016 and Monday, June 27, 2016 at 12:00PM EST. The viewership period for videos will end at noon EST on Tuesday, July 5, 2016. Six videos with the top view counts within each sector (30 semi-finalists in total) will move on to the next round of the competition. Competitors are not permitted to purchase views on YouTube. Purchasing views on YouTube can lead to disqualification from the contest. All entries will be reviewed before being accepted into The Start Something Challenge. Rising Tide Capital reserves the right to reject entries it deems destructive or harmful to the community. All accepted entries will be promoted on our websites; www.RisingTideCapital.org, www.TheStartSomethingChallenge.org, as well as our Facebook and Twitter pages. Video submissions must adhere to all terms and conditions of the competition. By submitting, competitors give Rising Tide Capital the rights to use their video.

Phase II

30 Start Something Challenge semi-finalist videos will be posted on www.TheStartSomethingChallenge.org website and collect votes between noon EST on Monday, July 11, 2016 and noon EST on Sunday, July 17, 2016. Each entrepreneur will be responsible for sharing their video to gather votes. Individuals will be allowed to vote for 1 entry per sector per day. Two videos with the largest amount of votes within each sector (10 finalists in total) will move on to the next round of the competition.

Phase III

The Finals will take place on Thursday, July 28, 2016, in Jersey City, NJ. The ten Start Something Challenge finalists will have up to six minutes to pitch their business ideas live. The Judges will evaluate each pitch using criteria which each finalist will receive prior to July 28, 2016, and have three minutes for Q&A after each pitch. The winners will be announced on July 28, 2016, and honored at the Start Something Champions Gala on November 1, 2016.

Prize Eligibility

Only persons who are at least 18 years of age and are legal residents of the state of New Jersey can enter or win.

Contest Starts June 13, 2016 @ 12:00 a.m. (EST)

Contest Ends July 28, 2016 @ 10:00 p.m. (EST)

Official Rules

1. ELIGIBILITY

No purchase necessary to enter or win. Rising Tide Capital ('Host') is the Host of this contest. This contest is open only to legal residents of the state of New Jersey who are 18 years or older. [Current and former employees, members of the Strategic Advisory Board, Board of Trustees, contractors and service providers to the nonprofit organization, Rising Tide Capital and its subsidiaries, and their immediate family members, or first, second and third place winners from the previous year's competitions are not eligible to win The Start Something Challenge Competition]. All applicable federal, state and local laws and regulations apply. Offer void where prohibited.

2. DISCLAIMER

The host, its subsidiaries, affiliates, Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders and partners will not be responsible for: (a) any late, lost, misrouted, garbled, distorted or damaged entries; (b) any contest disruptions, injuries, losses or damages caused by events beyond the control of host; or (c) any printing or typographical errors in any materials associated with the contest.

3. CONTEST PERIOD

The contest will commence on June 13, 2016 at 12:00 a.m. (EST), and will continue until July 28, 2016 at 10:00 p.m. (EST).

4. PITCH REQUIREMENTS

A. All finalists will have the opportunity to play their 30 second video pitches for the judges.

B. All finalists will need to ensure their pitches cover the following topics: what their business is selling/will sell, how they will make the product/deliver the service, who their target market customers are, how the business will operate, how they will market their business. Each finalist must also describe specifically how he/she would use the \$10,000 and how it will impact their ability to generate a profit for their business. Rising Tide Capital reserves the right to change the Finals pitch criteria. All Finalists will be notified via e-mail of any changes that may occur prior to July 28, 2016.

B. Finalists are welcome to bring any physical items/props with them to their pitch during the Finals.

C. Each finalist will have up to 6 minutes for their pitch. Pitches will be timed & flashcards held up to notify the speaker of when they near the allotted time limit. After the pitch the judges may ask additional questions for up to 3 minutes.

5. DETERMINATION OF WINNERS

A. All approved videos, submitted by 12PM EST on Monday, June 27, 2016, will enter the preliminary viewership period for videos, which will end at noon EST on Tuesday, July 5, 2016. Six videos with the top view counts, on Youtube, within each sector (30 semi-finalists in total) will move on to the semi-final round of the competition.

B. 30 semi-finalist videos will be posted on www.TheStartSomethingChallenge.org website and collect votes between noon EST on Monday, July 11, 2016 and noon EST on Sunday, July 17, 2016. Two videos with the largest amount of votes within each sector (10 finalists in total) will move on to the next round of the competition.

C. The 10 finalists will proceed onto the final round on July 28, 2016 where they will have up to six minutes to pitch their business ideas in front of a panel of judges. In addition to pitching their business, in this round the finalists will also need to specifically explain how they would use the \$10,000 (first place prize) and how it would positively impact their business. After each pitch and three minutes of questions, the judges will complete a paper ballot which rates the pitch on 8 questions. The questions are designed to judge how clearly and effectively the finalist has explained their business/idea. Every question uses a rating system, from 1 to 5 (5 being the highest score). A sample copy of the ballot the judges will use will be provided to the finalists prior to the Finals. Paper ballots will be taken from the judges to a score tabulator in another room who will not hear any of the pitches. The tabulator will add up the scores to produce a total and median score for each finalist. The winners will be determined by the highest 3 total scores. In the event of a tie, the person with the highest median score wins. Three winners will be chosen and notified at the Finals but will receive their prizes at the Start Something Champions Gala on November 1, 2016. All of the finalists will be given tickets to attend the Gala.

6. PRIZES

First place winner will receive \$10,000, second place winner will receive \$7,500 and third place winner will receive \$5,000. All Entrants agree to have their video used by Rising Tide Capital. Prizes are not transferable. Winners will be notified in person by representatives of Rising Tide Capital during the Start Something Challenge Finals. Winner will subsequently be announced via Rising Tide Capital's social media sites (Facebook, Twitter and LinkedIn), www.RisingTideCapital.org, www.TheStartSomethingChallenge.org and press releases. PRIZE IS AWARDED 'AS IS' AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). The top three winners are required to fill out a W9 form for tax purposes prior to receiving their prize.

7. GENERAL RELEASE

By entering the contest, you release the host, its subsidiaries, affiliates, Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders and partners (collectively, the 'Released Parties') from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the contest or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Further, each entrant acknowledges that much of the material that will be submitted as part of the contest may embody materials, suggestions, or ideas substantially similar to those which have been developed by others or by the host and contest entities. Each entrant acknowledges that any similarity is purely coincidental and unavoidable in light of the volume of ideas that the Host and contest entities routinely use and consider in the course of each of their business activities. Accordingly, entrant consents to the following terms by submitting an entry: entrant understands that entrant will not be entitled to any compensation because of use by the host or contest entities of any materials similar to Entrant's entry; Entrant releases the Host from any claim or liability with respect to the use of similar materials, that the materials submitted are free from any lien

or claim by anyone, including but not limited to any union, guild or any performance rights society; that the entrant has obtained all rights, permission and licenses necessary to use the entry for any purpose; that the entry does not infringe in whole or in part any rights of any other party; and that entrant agrees to indemnify and hold the host, its subsidiaries, affiliates, Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders and partners harmless from any claims, suits, losses, damages and expenses (including reasonable attorney fees) that arise from the breach of the foregoing conditions.

8. DISCLAIMER

This site and contest is provided by Host on an 'AS IS' basis. Host makes no representations or warranties of any kind express or implied, as to the operation of the site or the information, content, materials, or products included on this site. TO THE FULL EXTENT PERMISSIBLE BY APPLICABLE LAW, RISING TIDE CAPITAL DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. RISING TIDE CAPITAL WILL NOT BE LIABLE FOR ANY DAMAGES OF ANY KIND ARISING FROM THE USE OF THIS SITE, INCLUDING, BUT NOT LIMITED TO DIRECT, INDIRECT, INCIDENTAL, PUNITIVE AND CONSEQUENTIAL DAMAGES.

9. MISCELLANEOUS

The contest is in no way considered an application of employment to Host. The contest and official rules will be governed, construed and interpreted under the laws of the United States. All applicable federal, state and local laws and regulations apply. Any claim made in connection with the contest or any entry shall be determined in accordance with the laws of the State of New Jersey, without regard to its conflicts of law rules. All claims shall be brought in the federal or state courts located within the State of New Jersey. Entrants agree that such jurisdiction is acceptable to them. Entrants agree to be bound by the contest official rules and by the decisions of Host, which are final and binding in all respects. Host reserves the right to change these official rules at any time, in its sole discretion, and to suspend or cancel the contest or any entrant's participation in the contest should viruses, bugs, unauthorized human intervention or other causes beyond Host's control affect the administration, security or proper play of the contest or Host otherwise becomes (as determined in its sole discretion) incapable of running the contest as planned. Entrants who violate contest official rules, tamper with the operation of the contest or engage in any conduct that is detrimental or unfair to Host, the contest or any other entrant (in each case as determined in Host's sole discretion) are subject to disqualification from entry into the contest.

Except where prohibited by law, the contestants grant permission for Host to use their name, photograph, voice and/or likeness, video, in whole or in part, for business, advertising and/or publicity purposes in all media now known or hereafter discovered, worldwide and on the Internet without notice, review, approval, additional compensation or time limitation. Entrants further agree that host, its subsidiaries, affiliates, Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders and partners of each, and any other person or entity related in any way to this contest, will have no liability and shall be held harmless by entrant against any and all liability for any injuries, loss or damage of any kind to persons, including death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or benefit resulting from or related to the contest. Entrant agrees not to bring any claims against host, its subsidiaries, affiliates, Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders and partners for any claims whatsoever, including any claims for libel, defamation, slander, or invasion of the right to privacy, publicity or personality or any similar claim. By participating in the Start Something Challenge, you also agree that host does not have any obligation to show or use any entry for any purpose. By participating in this contest, entrant agrees to waive any right to claim ambiguity or any deficiency in these official rules or the contest, including its administration.

10. QUESTIONS

If you have any questions about these official rules or the contest, please e-mail them to SSC@RisingTideCapital.org or send written questions to The Start Something Challenge, Rising Tide Capital, c/o Esther Fraser, 334 Martin Luther King Drive, Jersey City, NJ 07305

11. WINNER LIST

For the name of the winners visit www.TheStartSomethingChallenge.org or www.RisingTideCapital.org after 7/28/2016

12. CONTEST HOST

The host of the contest is Rising Tide Capital, 334 Martin Luther King Drive, Jersey City, NJ 07305. This promotion is in no way sponsored, endorsed or administered by, or associated with Animoto, YouTube, Facebook, or Twitter. You understand that you are providing your information to Rising Tide Capital and not to Animoto, YouTube, Facebook, or Twitter. The information you provide may be used by Host to send updates and announcements.