



Launch Jay! Pitch Competition

October 2, 2021



The Premise

- Loosely based on other pitch competitions, Launch Jay! was created to put a focus on Jay County entrepreneurs and small businesses.
- The program was created by Jay County Development Corporation and Jay County Chamber of Commerce.
- Contestants vied for the chance to win funding to start or expand their small business.
- Funding came from Bluff Point Economic Development payments to the county.
- Contestants had the opportunity to learn the basics of planning a small business at workshops.

Workshops

- The East Central Indiana Small Business Development Center hosted four workshops in partnership with Jay County Chamber of Commerce and JCDC.
 - 9/1 - Writing Business Plans
 - 9/8 - Creating Financial Projections
 - 9/15 - How to Pitch
 - 9/22 - Practice Pitch



The Contestants

Altered Style, LLC

Altered Style offers furniture, art and other décor for any space. From your home to office and more. We also offer services that will help you create your dream room or wall designs. In our store we have a selection of antique & vintage furniture, one of a kind canvas and wall art. We are also a Dixie Belle Elite retailer, carrying their full line of mineral chalk paints, silk paints, and Dixie Belle Transfers to makeover furniture and other decorative items.



The Contestants

AR15 Basics

AR15Basics has a personal protection focus. A freedom minded web store to support your lifestyle. When Self-Defense and Self-Preservation is your goal, our “Knowledge Nuggets” section will help give you access to many articles and videos. All of which will impart knowledge and provide you with more options to deal with life’s many situations. Ar15Basics gives you access to many items, Tactical Gear, Tools, Firearm parts are just a few examples. Survival Supplies from basic to advanced can give you the edge you need. Custom printed images are available. We are a domestic and global sourced web store with items for the young and old alike. When you have a plan or need to firm one up; the items you want, need and desire can be found on Ar15Basics.com



AR15Basics

The Contestants

Bizy Dips Bakery & Coffee Shop

From our humble beginnings at the Jay County Farmer's Market to a prominent downtown location in 2020, the Bizy Dips Bakery has become a local favorite in the Jay County, IN region since our inception. Bizy Dips Bakery & Coffee Shop is inside the main lobby of The John Jay Center for Learning located at 101 S Meridian Street in Portland, Indiana and offers free WiFi, plenty of tables for work or study, space for meetings, and a quality atmosphere where you can enjoy your favorite espresso, coffee or tea drinks alongside our fan-favorite baked goods!



The Contestants

Grandma-N-Me Quiltin, LLC

Local Quilt Shop, Est 2018 by Grandma (Viola) -N-Me (Gentry). Together we specialize in Longarm Quilting, Embroidery, Sewing, 108" Wide backs, cotton fabrics, flannels, and lots more. We also carry Kimberbell Embroidery Designs, Shannon Fabrics, Quilters Select Rulers, OESD stabilizer, & Exquisite By Dime Embroidery Thread . We have two Gammill Long arms and offer Edge to Edge Quilting & Custom Quilting. We also offer custom embroidery for your small business, or one time need, hats, polos, and much more.



The Contestants

VINO

Mission Statement: To bring to the Jay County area a place that will provide a large variety of excellent wine, craft beer, signature drinks, and charcuterie in a posh and eclectic atmosphere.

The logo for VINO is written in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. The 'V' is the largest and most prominent, followed by the 'i', 'n', and 'o' which are slightly smaller and more rounded. The overall style is modern and clean.

The Judges

The five judges were kept confidential right up until the event.

- Angela Paxson – Agribusiness Lender, First Bank of Berne; board member for JCDC
- Scott Manwaring – General Manager and CFO, Fuqua Chrysler Dodge Jeep & RAM; board member for JCCC
- Mark Valentine – Owner, Valentine Feed and Supply
- Jeff Bailey – Vice President of Administration, FCC (INDIANA)
- Andy Fahl – Owner, Shoestring Enterprises; board member for Randolph County United

The Criteria

The judges scored contestants in the following areas:

- Pre-presentation
 - Business Plan
 - Financials
 - Goals for the business
- Presentation Content
 - Hook/Intro
 - Target Market
 - Price
 - Competitive Advantage
 - Closing
- Presentation Delivery
 - Clarity
 - Examples
 - Impact

The Big Night

- A crowd of about 50 converged to watch the pitches.
- Contestants had three minutes to make the pitch.
- Judges had three minutes to ask questions.
- The crowd voted for the “Audience Choice Award”



The poster features a central white area with blue and red curved borders at the top and bottom. At the top center is a circular logo with a red figure and the text 'LAUNCH JAY!' and 'THE GREAT TO MAKE YOUR DREAM'. Below this, it reads 'JAY COUNTY DEVELOPMENT CORP. & JAY COUNTY CHAMBER PRESENT:'. The main title 'LAUNCH JAY!' is in large red letters, followed by 'DITCH COMPETITION' in smaller red letters. Below that, 'LIVE' is in blue, and '"Shark Tank" Style Pitch Competition' is in black. The date 'Saturday, Oct. 2nd, 2021' and location 'Jay County High School Auditorium' are in blue. 'Pitches start @ 6pm' is in bold blue. A red paragraph describes the competition. A blue paragraph asks for audience votes. 'Hope to see you there!' is in red. At the bottom are two logos for 'JAYCOUNTY' with the tagline 'Building Our Future Together'.

LAUNCH JAY!
DITCH COMPETITION

LIVE
"Shark Tank" Style
Pitch Competition

Saturday, Oct. 2nd, 2021
Jay County High School Auditorium
Pitches start @ 6pm

Join us to hear some presentations from Jay County individuals who will try to convince the judges that they have the BEST business idea to either create a new business or expand their existing business, right here in Jay County!!

Also, be sure to place your Audience vote, to reward your favorite pitch with \$1000 toward their business!!

Hope to see you there!

JAYCOUNTY
Building Our Future Together

JAYCOUNTY
Chamber of Commerce

The Big Night



The Pitches



Audience Choice - \$1,000



Photo courtesy Ray Cooney, The Commercial Review

3rd Place- \$2,000



2nd Place - \$4,000



1st Place - \$7,500



Next Year

- We have already received some feedback from the judges, contestants, and audience members about how to improve for next year.
- Plan to participate or attend in 2022!

