



CORNELL EMI MARKK MOBBIUS PITCH COMPETITION

2024 Pitch Rules and Guidelines

This pitch competition is hosted by the Cornell Emerging Markets Institute and assisted by Cornell Big Red Ventures in the regional finalists' selection. In 2021, Mark Mobius announced his generous sponsorship of the pitch competition as a learning opportunity for student entrepreneurs to improve their pitching skills.

As the role of emerging multinational businesses evolves, this pitch competition challenges students and recent alumni from universities across the globe to think creatively, innovate and adapt to solve pressing issues in the emerging markets. Regional finalists will be invited to pitch at the annual conference of the Cornell Emerging Markets Institute to an audience of global investors, entrepreneurs and business leaders. The goal of the pitch competition is to provide visibility and resources to students launching or currently operating early-stage ventures in emerging economies.

This year's competition topic is “**Financial Access and Inclusion in Emerging Economies**”.

Please see attached packet for complete rules and guidelines of the competition and follow the EMI website and social media pages for updates.

To learn more, please visit the Cornell EMI conference webpage.



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2024 Pitch Rules and Guidelines (Continued)

- Teams may consist of between 2-5 undergraduates, graduates or recent alumni (within three years of graduation). Teams must include at least one founding member and designate a faculty advisor/mentor from the university where a founding member attends or has recently graduated;
- Submission author(s) must submit original work. The submission author(s) will retain all rights to their pitch decks and its use prior to and following the competition. However, finalists must agree to allow photography, video, recording of live-stream and otherwise dissemination of their pitch deck presentation within Cornell for faculty, staff, students, and the Emerging Markets Institute for educational purposes. In addition, final presentation recording may be posted on the Cornell Johnson website for public consumption. If a team uses copyrighted materials and/or images from a third-party in their presentation and pitch decks, they must obtain permission and authorization in advance from the owners to use this material;
- Submission author(s) give the competition team the right to post the pitch decks within protected folders in order for student and professional judges to access items, write feedback, and assign numerical scores to the items based on an established rubric.
- Non-confidentiality. Regional finalists will be pitching live at a large, global conference by the Cornell Emerging Markets Institute. Your presentations will be recorded and may be published on digital channels, including YouTube and the EMI website. Pitch presentations and other pitch activities are also open to the public with media coverage expected. Any information discussed in public pitches by participants should be publically accessible. Further, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements;
- Within one week of the live presentations in November, the EMI kindly asks the regional finalists to record a video and write a blog post sharing their pitch experience to be posted on the EMI website as well as write a thank you note to our event sponsor. EMI also asks the global finalist to speak to the regional finalists the following year to share guidance on pitching to a global audience.



HOW WILL MY APPLICATION BE EVALUATED?

Below are the evaluation measures that judges will use to evaluate and select five (5) regional finalists:

Weight	Criteria
20%	Problem: Is the problem relevant to an emerging market? Evaluate the estimated market size and impact of the proposed solution.
20%	Solution: Is the solution presented clear and viable? Students must be able to convey a clear vision to the panel of judges and have demonstrated a working prototype ready to be validated by users in an emerging market.
20%	Operations: Has the team executed their plan with any clients yet? Do the details of the execution show adaptability and effectiveness?
20%	Financials: Has the team presented a comprehensive financial plan, including realistic projections? Have they effectively budgeted the potential prize money, and does it have a significant impact in achieving their next milestone?
10%	Team: Is the team equipped to operate the business?
10%	Competitive Landscape: Does the team effectively address relevant competition?
Bonus	Creativity and Innovativeness: We encourage out-of-the-box thinking. While this is not an objective criterion, teams may be awarded a bonus up to 10% for superb displays of creativity and innovation.



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2024 Pitch Important Dates

Submissions Open, March 7 - April 23, 2024

Requirements:

- Two students or recent alumni (within three years) with one founding team member minimum;
- One faculty mentor from the founder's university or alma mater;
- One great idea, detailed in pitch deck between 5 to 20 pages;
- A working prototype or proven market validation;
- Market potential in an emerging economy and/or global scaling potential;
- Be in an early development stage or received less than USD 1 million in funding (contact contactemi@cornell.edu with questions or concerns).

Regional Finalists Selected, May 15, 2024

- Cornell University's Big Red Ventures will review submissions and recommend five regional finalists to pitch at the EMI annual conference in November of 2024.
- Each of the regional finalists will gain access to optional networking and coaching opportunities prior to pitching at the EMI conference.

Finalists Present at Global Conference, October 2024

- \$10,000* Grand Prize for Global Winner. The best pitch of the regional finalists will receive a \$10,000 USD prize. We hope the pitch competition and EMI network will serve as a helpful resource for all participants.
- The EMI conference has historically taken place the first week of November at one of the Cornell campuses in New York City or Ithaca, New York, USA.

*This may be subject to taxes according to IRS standards, it is the winner's responsibility to comply accordingly.



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RECOMMENDATIONS TO FACULTY ADVISORS

Teams must submit a faculty advisor with their submission. The advisor should work at a founder's university (or alma mater if recently graduated). Acting as a pitch advisor is not an official endorsement or nomination of the team. However, the advisor should have reviewed the team's pitch deck and be willing to assist the team prepare for the pitch competition.

Teams may share this packet with the faculty mentor with a few recommended and discouraged activities of a faculty advisor:

FACULTY ADVISORS ARE ENCOURAGED TO

- Give constructive feedback and respond to questions and concerns.
- Suggest resources and individuals for the team to speak with prior to the competition.
- Identify weaknesses that may concern investors and suggest solutions.
- Keep the team's materials confidential unless asked to distribute them by the team.

FACULTY ADVISORS ARE DISCOURAGED FROM

- Altering the team's core idea or concept.
- Taking leadership of the team.
- Discussing information about a team with any parties that the team is unaware.
- Distributing team materials without permission of the team.



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2024 Pitch FAQ

What is the Emerging Markets Institute?

Founded in 2010, Cornell's Emerging Markets Institute (EMI) at the Samuel Curtis Johnson Graduate School of Management provides thought leadership on the role of emerging markets—and emerging market multinationals—in the global economy. The Institute pools together preeminent practitioners and academics from around the world to spring the next generation of global business leaders and foster a premier research center for emerging markets in the global economy. **EMI's mission** is to prepare and support business leaders who seek a competitive advantage as experts of emerging markets. **EMI's vision** is to bear the stamp of research leader and educational magnet where businesses with operations in emerging markets hire MBAs to lead their organizations based on their recognized expertise on issues related to emerging multinationals, innovation and corporate social responsibility.

What if a member of our team is not available to present at the pitch competition?

The EMI Mark Mobius Pitch Competition committee will reach out to the contact on file to confirm your team's intent to pitch in the final. If your team is no longer operational, cannot be reached or chooses not to pitch at the global finals, you will forgo any possible expense reimbursement to the next runner-up. The competition may reach out to a runner-up with the opportunity to present at the global finals or proceed with the remaining teams.

What if my team and operations has changed significantly over the period of the competition?

Changes early and often are expected of early-stage ventures. The EMI Mark Mobius Pitch Competition committee will reach out to the contact on file to collect your team's updated pitch deck before the final. Please see the Rules and Guidelines regarding the distribution of your presentations at the public conference in November. Final presentations will be published on online platforms following the EMI Annual Conference and may appear in third-party media coverage.

By October, 2024, your team will be asked to confirm that the main contact on file is the presenter and recipient of the regional finalist award. Your team must indicate 2-5 team members that the final award money (\$10,000*) would be split between should you win the pitch competition.

*This may be subject to taxes according to IRS standards, it is the winner's responsibility to comply accordingly.