



TOUGH LOVE

CALL FOR ENTRIES FOR WIT START-UP PITCH 2009

WIT-Web In Travel is calling for entries to the WIT Start-Up Pitch 2009.

Have you a fabulous idea for a start up in travel or hospitality? Have you written a business plan? Do you lack funds for the plan? If so, the WIT Start-Up Pitch is an ideal competition for you.

Open to contestants from anywhere in the world, The WIT Start-Up Pitch is applicable for companies with less than three years of operations.

The 2009 Start-Up Pitch will be held in two parts. Three finalists will be chosen to pitch their ideas to a panel of investor judges during the Web In Travel conference on October 20th. The winner will have the opportunity to work with Stream Global to build a winning investment pitch.

As a bonus, winners will be given assistance by Stream Global to position themselves to receive a Singapore government grant worth S\$50,000 in the Interactive Digital Media space should they wish to avail of it.

Four runner-ups will have the opportunity to share their ideas at the "Pitch & Feedback" session during the WIT Ideas Lab on October 22nd and have their business plan work-shopped by a panel of investors with audience participation encouraged. Their ideas may strengthen your proposed business plan.

Judges include: Lim Kim Hai, Executive Chairman of Regional Express Airlines, Australia, Dennis Melka, of East Pacific Capital and Bill Liu, chairman of Stream Global, an investment and consultancy company in the ICT and Digital Media space. More judges will be added.

The panel of advisors for the "Pitch & Feedback" session will comprise some of the leading minds in the online travel marketing, distribution and technology space.

The competition closes on the 31st of July. You must get your entries in by then. Send your submissions to The Producer, WIT-Web In Travel, admin@webintravel.com.

Your submission must follow this template and be kept within a maximum of two A4 pages.

1. Executive summary
2. Description of the business, core/products/services
3. Key customers and users
4. Business & revenue model, strategy for profitability
5. Market & opportunity analysis
6. Competitive analysis - why is it better than what exists today, how is it unique?
7. Finally, 3 reasons why they should invest in your idea

It's pretty simple isn't it? So get cracking on your submission. We can't wait to see what creative ideas you have in store.

For more information on WIT, go to www.webintravel.com



SUPPORTING ORGANISATION:



FOR ENQUIRIES, CONTACT:

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