



CMAA Student “Shark Tank” Competition

CMAA students take on Shark Tank!

Have an idea or product that you think the club industry could benefit from? Tell us about it! At CMAA’s World Conference in San Diego CA, you may get the opportunity to introduce your idea to a panel of “Sharks” (club professionals) and other conference attendees who would like to sit in on your presentation. This competition is for student chapters or individual student members to come up with an outstanding idea and show it off.

Students may come up with an idea from the following categories:

1. F&B/Catering/Events
2. Golf
3. Health and Wellness
4. Staff Recruitment and Retention
5. Communication

Each group will receive a manager mentor from the Membership Committee to assist in this project.

The sky is the limit! **All submissions will be due on January 17, 2022.**

Submit Your Entry Online

Please fill out the online CMAA Student Shark Tank entry form and include a one-minute video giving a brief overview of your idea.

Presentation Criteria

In the first round of the competition, the Sharks will review all video submissions and select the top five candidates to continue to the second round.

For the second round, the top five ideas will have five minutes to present the idea to the Sharks via zoom prior to World Conference with an additional three minutes for the Sharks to ask questions. Think of this as your sales pitch; you want it to be short, sweet, and to the point! Everyone in your group must have a speaking part. Make sure the following items are covered in your presentation:

- What is the idea/innovation/concept?
- How did you come up with the idea?
- Why is this idea a good one?
- How will clubs benefit from it?

After the second round, the Sharks will pick three candidates to present live during the final round at World Conference! Each individual/group will have five minutes to present their idea and there will be an additional five minutes for the Sharks and the attendees to ask questions. Get excited, get passionate, and have fun! The winner of CMAA Student Shark Tank will receive a Macy’s gift card to purchase a new professional outfit.

Judging Criteria

- The applicability, creativity, and clarity of your idea/innovation/concept
- Your presentation
- Are you well prepared?
- Is your presentation engaging?
- Are you dressed accordingly/professionally?

If you have any questions, please contact Christina Krueger at Christina.Krueger@cmaa.org or 703-299-4285.