



CMAA Student “Shark Tank” Competition

The Student “Shark Tank” competition is for any student member (or a group up to five) that has an innovative mind! Have an idea or product that you think the club industry could benefit from? Tell us about it! There is the potential for three rounds of competition: the first being a one minute video, the second being a five minute presentation via Zoom to a panel of “Sharks” (club professionals) and the third and final round at CMAA’s World Conference with the Sharks and any conference attendees who would like to sit in on the presentations! If you apply to this program, you must have plans to attend the 2023 World Conference and Business Expo in Orlando, FL. Virtual presentations at World Conference will not be allowed.

Categories

1. Food & Beverage/Catering/ Events
2. Communication & Technology
3. Sports & Recreation
4. Internship Program
5. Employee Recruitment/ Retention

Each group that makes it to round two will be assigned one of the “Sharks” to be their manager mentor.

All submissions will be due on Wednesday, January 18, 2023.

Round One:

Please fill out the online CMAA Student Shark Tank entry form and include a one-minute maximum video giving a brief overview of your idea. Think of this as a one-minute sales pitch; make it short, make it snappy,

make it something the Sharks want to learn more about!

Judging Criteria for Round One

- Videos may be less than one minute, but points will be deducted if it exceeds
- One group member may present the whole video, but all group members must be present and acknowledged
- Presentation is well rehearsed and executed
- Everyone is dressed appropriately
- Idea is creative
- Idea is applicable to the club industry

Round Two:

The top five ideas from round one with progress to round two and have five minutes to present the idea to the Sharks via Zoom on Friday, February 10, at 12:00 noon ET. The Sharks will have an additional three minutes to ask questions. Power-Points and visuals are not required in the presentation but they’re always a nice addition!

Judging Criteria for Round Two

- Presentations may be less than five minutes, but points will be deducted if it exceeds
- All group members must be present, and everyone must have a speaking part
- Presentation is well rehearsed and executed
- Everyone is dressed appropriately

- Idea is creative
- Idea is applicable to the club industry

Round Three:

The top three ideas from round two will advance to round three at the 2023 World Conference and Club Business Expo in Orlando, FL! This presentation will be a live education session with the Sharks and any other conference attendee that would like to sit in. Each individual/group will have five minutes to present their idea and there will be an additional five minutes for the Sharks and attendees to ask questions.

Judging Criteria for Round Three

- Presentations may be less than five minutes, but points will be deducted if it exceeds
- All group members must be present, and everyone must have a speaking part
- Presentation is well rehearsed and executed
- Everyone is dressed appropriately
- Idea is creative
- Idea is applicable to the club industry

Award

The award for first place is a \$1,000 visa gift card! The second and third finishers will each receive a \$500 visa gift card!

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