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Ethical Entrepreneur Pitch Competition 2020 - Early Pitches Now Open

Moral Fairground is now open to receive pitches for the Ethical Enterprise Competition, 2020. This is for ethical enterprises that are at the conception stage or less than 24 months old.

As consumers are becoming more ethically conscious of their choices and with businesses taking note the Ethical Entrepreneur Pitch Competition is a great way for ethical entrepreneurs and businesses to get involved in contributing to global changes. In the competition, pitchers are asked to demonstrate how their idea or early enterprise will deliver social and economic impacts. Selected finalists of the early pitch will be given the opportunity to pitch their idea at the 2020 Ethical Enterprise Conference.

Ethical Entrepreneurs get to present their ideas to leading business and social entrepreneurs who are influential in the community and have the mentoring skills and resources to support an entrepreneur or enterprise, from idea to reality.

"Australia is filled with passionate entrepreneurs working on businesses which are designed to make a difference, but they can struggle to gain attention and support in the early stages. The Moral Fairground Early Ethical Enterprise Pitch Competition is a great chance for early-stage social enterprise founders to pitch their ideas to a panel of judges and the audience at the Ethical Enterprise Conference and win coaching and support to take their next step." Tom Dawkins, StartSomeGood.

Who we want to hear from:

- Do you have an idea that you'd focused on turning into a business?
- Does your start-up business have the potential to improve the social, economic and environmental conditions of a community?
- If so, we want to hear from you. We want to hear from ethical businesses and start-ups, at ideation stage or that have been operating for less than 24 months.

What's in it for you?

Winning the EEEPC gives you access to the support and resources that will help turn your idea into an executable reality. Here's what last year's winner, Megan O'Malley, HUMIFORM, has shared since last year's success: *"The advice and support I have received since winning the EEEPC has been invaluable. I have learned so much from all of the people I have come into contact with through the prize and my business is so much better off for it after people found out I had won the EEEPC, they started to take me and my ideas more seriously. That outside validation opened doors for me that were previously closed."*

Here are the amazing prizes available to this year's winner:

- **StartSomeGood:** The Early Pitch winner will receive “Premium Support” from StartSomeGood to launch their crowdfunding campaign – either at the “Advising Partner” level or a \$500 credit towards one of the higher levels. All packages are designed to help you design and launch a great crowdfunding campaign.
- **Red Hat Impact** will choose one of the early pitch finalists to receive 6 months of free access to its ‘Exploring Growth’ program, valued at \$1800, where the finalist will get one-on-one business strategy advice and facilitated introductions to assist them in taking the next steps with their idea.
- **Common Code:** A workshop valued at \$2,000 from our suite of implementation workshops that are designed to assist entrepreneurs and founders to take the next step with their business idea.
- **Canva:** The EEECP winner will receive One Year free Canva Pro Licence valued at \$167.88
- **YBF Ventures:** 1 x open-plan desks for three consecutive months in Australia’s top tech and innovation hub at either YBF Melbourne or YBF Sydney. Prize value is \$2,400.
- **Sandy McDonald:** Changing Stories program for the winner valued at \$295
- **RMIT – Dr Natalya Turkina & Dr Joona Keranen:** A series of mentoring workshops on “How social enterprises can create value in the post-pandemic world” for the pitch winner, once a week, for 3 months, valued at \$6500. These workshops will help the enterprise define its value proposition and explore strategies of communicating this value to stakeholders and broader society in the post-COVID times.
- **LDB Accounting:** 10 hours of consulting (valued at \$3600) to the winner of (subject to discussions)
- **Disruptive Media** - 4 x 1.5-hour mentoring sessions provided to the winner of the competition including:
 1. Integrating strategic communications into a business model – How engagement fits with governance and operations
 2. Building a foundation for communications – Starting with the end in mind
 3. Considerations for a brand and communications strategy – The *what, who and how*. Creating a profile and amplifying your voice
 4. Creating waves of change – How to implement the brand and strategic communications across the enterprise.

The sessions will be provided via Zoom at a time convenient to both parties. These sessions are valued at \$3,600

- **Moral Fairground:** All finalists will receive complimentary tickets to the Ethical Enterprise Conference 2020 valued at \$455

For more information, high-res images or interviews with Moral Fairground please contact Susanna Bevilacqua on 0409943254 or susanna@moralfairground.com.au or to apply, visit <https://form.jotform.com/201487569743871>