



PITCH@PALACE FACT SHEET

WHAT IS PITCH@PALACE?

Pitch@Palace gives Entrepreneurs the opportunity to meet the people who can help make their business dreams become a reality.

The Duke of York founded Pitch@Palace in 2014 to provide a platform to amplify and accelerate the work of Entrepreneurs.

Pitch@Palace guides, helps and connects Entrepreneurs and early-stage businesses with potential supporters, including CEOs, Influencers, Angels, Mentors and Business Partners.

The aim is to:

- create introductions to **Mentors** and **Advisors**;
- through our Audiences, provide access to **Distribution Systems** and **Supply Chains**;
- make **Connections**; and
- help with **Investment**.

It costs nothing for Entrepreneurs to apply. For the Entrepreneurs who are selected to take part, the support continues well beyond the final event. All Pitch@Palace Entrepreneurs join the growing Pitch@Palace Alumni network and receive ongoing support.

Pitch@Palace Global helps Entrepreneurs and Audiences build access and connectivity around the world. It helps Entrepreneurs to seek new markets and find new partners and investors, building prosperity and creating jobs globally. Developing this interconnectivity amongst innovative businesses around the world supports the growth of all the international businesses and Entrepreneur Alumni.

Over the past five years Pitch@Palace has held events or worked with Entrepreneurs from 59 countries across Asia, the Middle East, Africa, Australia, Latin America and Europe.

HOW DOES IT WORK?

Prior to a Pitch@Palace event at St James's Palace, regional **Pitch@Palace On Tour** events take place to provide Entrepreneurs from across the UK with the opportunity to learn about the programme, make their initial Pitch, connect with local stakeholders and begin to receive mentoring to develop their businesses. The winners from each Pitch@Palace On Tour event are invited to attend Pitch@Palace Boot Camp.



Through Pitch@Palace On Tour and direct applications, a total of 42 Entrepreneurs are selected by a panel of Judges to attend **Pitch@Palace Boot Camp**.

Boot Camp provides the Entrepreneurs with the opportunity to hear from industry experts and Pitch@Palace Alumni, and to receive support and mentoring. All participants are asked to Pitch to a Panel of Judges, who select 12 Entrepreneurs to Pitch for three minutes at the final event. The rest of the Entrepreneurs have the opportunity to Pitch for 30 seconds.

Each round of Pitch@Palace culminates in final event at St James's Palace. All 42 Entrepreneurs have the opportunity to attend and Pitch to an influential Audience from the worlds of entrepreneurship, technology, media and investment. The winners of Pitch@Palace are determined by an Audience vote.

All 42 Entrepreneurs participating in Pitch@Palace also compete in a public vote, the **Pitch@Palace People's Choice Award**. This is an opportunity to showcase the Entrepreneurs to a broader audience and for the public to learn more and vote for their favourite via a dedicated website: peopleschoice.pitchatpalace.com. The winner of the Pitch@Palace People's Choice Award is also announced at the main event alongside the winners of the Audience vote.

WHAT HAS PITCH@PALACE ACHIEVED TO DATE?

Since Pitch@Palace was launched in 2014, it has helped 785 start-up businesses, created 3,669 new jobs and generated over £885 million of new economic activity. The survival rate for Pitch@Palace Alumni companies is over 96%.

To learn more about Pitch@Palace and the network of Pitch@Palace Alumni, visit pitchatpalace.com.

HOW CAN I GET INVOLVED?

Applications for Pitch@Palace 11.0 are now open. To apply visit pitchatpalace.com/apply. You can also get in touch via support@pitchatpalace.com.

PITCH@PALACE 11.0 TIMELINE

Key dates for Pitch@Palace 11.0 are:

29 January 2019 - Pitch@Palace On Tour Newcastle (*Application Deadline 17 January*)

14 February 2019 - Pitch@Palace On Tour Hertfordshire (*Application Deadline 31 January*)

18 February 2019 - Pitch@Palace On Tour Devon (*Application Deadline 6 February*)

29 March 2019 - Deadline for Applications for Pitch@Palace 11.0

8 May 2019 - Pitch@Palace Boot Camp

12 June 2019 - Pitch@Palace 11.0, St James's Palace