

Competition Terms & Conditions

Introduction

By participating in the competition you are agreeing to these competition terms and conditions. The competition is being run by Turtlesmith.

Eligibility to Enter

The competition is open to entrants of any age. Anyone under 18, must have a parent or guardian present with them when they do the virtual pitch.

The business plan must not have raised more than \$50k in funding already or have over \$10k in sales. This means concept stage or early-stage ideas only, no full operations.

A team can consist of any number of people, but only two may be present at the virtual pitch.

The business plan must be original, while the idea itself doesn't need to be a new concept, the plan must not be copied or plagiarized from another entity directly.

Can be from anywhere in the world, but the virtual pitch must be in English. A Translator is acceptable.

No business plan that has already been entered into a different competition is eligible.

No infringement on any existing IP, patents, trademarks, or trade secrets.

Must adhere to all competition requirements

Must give media consent to be used on the Turtlesmith podcast, live shows, shorts, or any and all media the company wants in the universe.

By entering the competition, you confirm that you are eligible to do so and that you are eligible to receive any prizes that may be awarded to you.

There is a limit of one entry per person and the competition is completely free to enter.

Must be subscribed to the Turtlesmith YouTube Channel @Turtlesmithok

Submission Requirements

1. A Written Business Plan must be submitted. It must include at minimum the following information:

- a. Executive Summary
- b. Company Overview & Mission
- c. Product or Service Description
- d. Market Analysis & Target Customers
- e. Competitive Landscape
- f. Marketing & Sales Strategy
- g. Operations Plan
- h. Financial Projections (3-5 years)
- i. Funding Needs & Use of Funds
- j. List of Management Team & Advisors

2. A pitch deck will be needed if selected for final 3

3. Optional materials that can be included

- a. Videos
- b. Prototypes
- c. Financial models
- d. Market Surveys

4. Deadlines

- a. Submissions begin on December 1st 2025 and run until March 1st, 2026.

b. 3 Finalists will be selected who will present their pitch deck live on an episode of Turtlesmith.

i. April 9th

ii. April 16th

iii. April 23rd

iv. Winner will be announced Live on April 30th

Judging Criteria

In order of importance:

1. Innovation & Creativity – The more original your idea, the better.
2. Competitive Advantage – Why consumers will select your product over others.
3. Market Potential – Size, Growth Potential & Scalability
4. Financial Soundness – Viability, Funding Strategy, Potential Profitability
5. Feasibility & Execution Plan – Realistic Timeline, Achievable milestones
6. Presentation Quality – Clarity, persuasion, visuals, and confidence.

The Prize

The winner will receive a \$1,000 cash prize to help get their business going. Turtlesmith will also offer the winning business any mentorship or assistance they might want from the Turtlesmith team, with limitations to be discussed later.

The prize is non-transferable and non-exchangeable.

Turtlesmith's decision on any aspect of the competition is final and binding, and no correspondence will be entered into about it.

Winner Announcement

The winner will be chosen at random and notified via the email address provided on April 1st 2026.

Turtlesmith will make two attempts to contact the winner via email.

If the winner does not respond to the emails informing them of their win within 14 days of the second email, they forfeit their right to the prize, and Turtlesmith reserves the right to select and notify a new winner.

Delivery of the Prize

The winner will allow 14 days for the prize to be delivered, otherwise alternative collection or delivery arrangements can be made through mutual agreement.

Data Protection and Publicity

You agree that any personal information that you provide when entering the competition will be used by Turtlesmith for the purposes of administering the competition and for the other purposes as specified in our Privacy Policy.

All entrants may request information on the winning participant by emailing dylan@turtlesmith.com.

The winner's first name will be announced on Turtlesmith's website and social media channels.

Code of Conduct

Confidentiality Clause – We at Turtlesmith agree not to steal any ideas presented.

Participants are required to sign media release forms

No harassment, plagiarism, or misrepresentation.

Teams must attend the required live shows if they are selected as a finalist.

We will also follow up with the winner to see how their business plan is progressing.

Limitation of Liability

Turtlesmith accepts no liability for any damage, loss, injury, or disappointment suffered by any entrants as a result of participating in the competition or being selected for a prize.

General

Turtlesmith reserves the right, at any time and without prior notice, to cancel the competition or amend these terms and conditions.