



HISPANIC SHARK TANK

HISPANIC SHARK TANK is the premier platform for Latino Start-ups in California to connect with angel and venture investors. This live event platform allows Start-ups to have direct access to potential investors who can take their business ventures to the next level. Investors consider offers to invest their money and start-ups are given opportunity to pitch and negotiate their business ventures. The California Hispanic Chambers of Commerce is not reliable or legally responsible of any type of agreement or contract between the investor and the start-up.

HISPANIC SHARK TANK will take place at the 39th CHCC Annual Convention in Los Angeles, CA – The L.A. Grand Hotel Downtown – on Thursday, August 23, 2018 at 3:30pm. Participating Start-ups will be awarded free full day passes to the Annual Convention. Transportation and accommodations will not be subsidized.

CRITERIA:

Participating Start-ups must fulfill the following criteria:

- Be in the Tech Industry, and General Business Entrepreneurs in Food, Beverage, and Products
- Be a Start-up of Latino/Hispanic descent in California
- Have been in business for at least 1 year
- Be able to attend the 39th CHCC Annual Convention in Los Angeles, CA
- Start-ups that have already secured capital from any conflicting source are not eligible
- **Complete the HISPANIC SHARK TANK Start-up Application and Portfolio – Deadline: Friday, July 27, 2018.**

PORTFOLIO:

Start-ups must submit a comprehensive business portfolio that represents their venture and clearly demonstrate how your venture will make money for the investor. This portfolio must represent the framework/blueprint of the Start-up. The portfolio must be segmented as follows:

- Start-up Background/Structure
- Customer Segment
- Value Propositions
- Market Analysis
- Cost Structure
- Channels of Distribution
- Customer Relations
- Revenue Model
- Key Activities
- Strategic Partnerships
- Business Growth Strategy
- Investor's Return on Investment
- Exit Strategy

The portfolio must also contain a 60-second promotional video.

EVALUATION MATRIX:

Start-ups will be evaluated in following areas:

- | | | | |
|-----------------------|-----|---------------------------|-----|
| • Originality | 20% | • Market Opportunity | 20% |
| • Business Model | 20% | • Scalability/Feasibility | 20% |
| • Level of Innovation | 20% | | |

SUBMISSION:

- Application and Portfolio must be submitted via email to production@cahcc.com or via mail [HISPANIC SHARK TANK – 1510 J Street, Suite 110, Sacramento CA, 95814] by no later than **Friday, July 27, 2018**.
- Entries must be received on time. Late or incomplete submissions will not be accepted.
- Materials must be the original work of the applying start-up.

SELECTION:

4 Start-ups will be selected to participate in **HISPANIC SHARK TANK**. Notifications to the selected Start-ups will be sent out on Tuesday, July 31, 2018.

AWARDS & PRIZES:

The 4 selected Start-ups to participate in this year's **HISPANIC SHARK TANK** will be awarded two full VIP passes to the 39th CHCC Annual Convention. Monetary prizes or deals are to be negotiated between the Start-ups and the Investors.

SESSION DETAILS:

HISPANIC SHARK TANK will be instructed as follow:

- 2 hour event
- 5 Presenters/Start-ups
- 4-5 Investors
- 10 minutes per pitch
- 5 minutes of investors comments/feedback/offer
- 5 minutes of tear down/set up between each pitch

ABOUT THE 39th CHCC ANNUAL CONVENTION

The CHCC represents the business interests of over 800,000 Hispanic owned businesses throughout the State of California. Through a network of regional Hispanic Chambers and business associations, the CHCC promotes the economic growth and development of Hispanic entrepreneurs and California's emerging businesses. This year's convention theme, *California's Voice*, will drive our work towards serving as the catalyst of progress and a hub of solutions that unite our communities and reinforce a prosperous future for small business across California. Each year, the CHCC Annual Convention attracts over 3,000 entrepreneurs, small business advocates, corporate representatives, community leaders and government officials. Attendees will participate in workshops focused on tools for business owners, procurement opportunities for small business, and strengthening the state's Hispanic Chamber of Commerce network and business community. Past speakers and business honorees have included former California Governors Gray Davis and Arnold Schwarzenegger and Lt. Governor Cruz Bustamante, branding pioneer and actress Daisy Fuentes, Flamin' Hot Cheetos creator Richard Montanez, actor and Latino community activist Edward J. Olmos and media dynamo Nely Galán.

What investment amount are you seeking, and what percentage of equity are you willing to give in exchange? *Please keep in mind that the investors do not give their money away; they only make realistic investments. They will ask tough questions to justify the amount of money you are seeking.*

“I’m seeking \$ _____ and I’m willing to give up _____ %.”

How each dollar invested is going to generate 3 or more times in revenue?

What state is your company in? (Circle one)

EXISTENCE SURVIVAL SUCCESS

TAKE-OFF RESOURCE-MATURE source: [HBR: The Five Stages of Small Business Growth](#)

How much money have you invested in the company and in what time frame? Funding sources? What was that money used for?

What was the NET income from your business last year? *Net income is commonly defined as a business’s revenues minus any costs of doing business.*

What are the biggest hurdles your business had had to face, and how did you and your business overcome them?

Why do you want to pitch your business at CHCC HISPANIC SHARK TANK?

LIABILITY AGREEMENT:

I, _____ (print your full name), by submitting this signed application form and materials warrant to the California Hispanic Chambers of Commerce (CHCC) that I have all rights, titles, and/or interest of (print the name of the Start-up) _____.

I also guarantee that all the information submitted is accurate and completed, and that my submission does not violate a contractual or third party rights including to patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right.

I understand that, the CHCC reserves the right to disqualify any submission that in its judgement violates the previous statement or the spirit of CHCC HISPANIC SHARK TANK. Selection decisions are final and binding.

I release full privileges to the CHCC to utilize my promotional video, logo, name, and pictures taken at the event for the purposes of marketing and promotion. I will receive no compensation from the usage of these promotional materials.

Signature

Name: _____

Start-up: _____

Date: _____

Application and Portfolio must be submitted via email to production@cahcc.com or via mail [Shark Tank CHCC – 1510 J Street, Suite 110, Sacramento CA, 95814] by no later than Friday, July 27, 2018.

Contact Juan Garcia at juan@cahcc.com or 916.444.2221 for more information.