**Build Up Berkeley**

1. Creation of Business Pitch Committee
	1. Committee members will be from different sectors (Banking, Marketing, etc.)
	2. Must be able to contribute and commit to the monthly meetings.
	3. Be able to assist participants if needed.
2. Creation of Rules
	1. Must be able to evaluate all equally.
	2. Participants must attend all meetings.
	3. Determine time and day.
3. Creation of Monthly Meetings
	1. Business Plan
	2. Finance/Budget
	3. Marketing
	4. Tax
	5. Networking
	6. Human resources
	7. Follow-up
4. Determine qualifications required to enter.
	1. Entrepreneurs proposed business must be located in Berkeley County
5. Determine award to the winner.
	1. Will the winner be awarded funds or Sponsorships?
	2. Sponsorship for the business to join the Chamber and/or Main Street Martinsburg.
	3. Sponsorship for one year of Marketing Services (website, social media, photography, business cards, etc.).
6. Determine Submission/Deadline Date
7. Committee Review Submissions
	1. Scoring sheet
	2. Entrepreneur to give a one-minute elevator pitch.
	3. Committee to determine participants based on scoring of the elevator pitch.
8. Committee to appoint judges (diverse selection of local small business owners)
9. Plan Event
	1. Venue, date, and time.
	2. Food, etc.
	3. Advertising