

Student Guidelines

Showcase #1: The Idea Pitch

PURPOSE

The purpose of this showcase is to pitch your innovative business ideas to a panel of judges in **two minutes or less**. The judges will evaluate the ideas based on: feasibility, innovation, and the quality of your pitch presentation. The best ideas will move on to be launched as businesses this year!

This is also an opportunity to dazzle your family and friends with your creativity and presentation skills. All students will participate in pitching an idea.

COMPETITION OVERVIEW

1. Students will work in pairs to pitch **one business idea**. All students must participate equally.
2. Each pitch must be **two minutes or less** and will be followed by up to a **three-minute** Question & Answer period with the judges.
3. A panel of 4-5 judges (*Idea Consultants*) will evaluate the presentations using the **Idea Pitch Evaluation Form** and the top 3-4 ideas will move on to the launch phase.
4. Judges will be recruited from your school and the community.
5. The event will take place at your school, likely during Mentor Session. Family, school and community guests are welcome to attend!

PITCH REQUIREMENTS

Students must be in **professional attire**, and all elevator pitches MUST include:

- Introductions** – Shake the judges' hands and then *briefly* introduce yourselves.
- Pain Statement** – What is the problem or need you are trying to address with your business? This part should be interesting and engaging.
- Product & Value Proposition** – What is your product/service and how does it solve the problem above? This part should be informative.
- Target Market** – Who is MOST likely to use your product/service and why?
- Closing** – End with a powerful and/or humorous statement, thank the judges and begin the Q & A (“Thank you for your time, we will now take questions”).

AWARDS

Awards will be awarded based on overall score to the 1st, 2nd and 3rd place pairs. Each judge may award a pair up to 15 points and overall score will be calculated by adding all judge scores together.

EVALUATION CRITERIA

As the judges listen to your pitch and your responses to their questions, they will be evaluating your idea on three criteria:

1. Feasibility

- Can you launch this business with **\$300 or less**?
- Do you have the **time** to run this business and still prioritize your academics?
- Do you have the required **knowledge and skills** to run this business, given the **complexity** of the product/service?
- Will you have **access to your target market** for selling?

2. Innovation

- Does your product/service **solve a real problem** (large or small)?
- Does your product/service **introduce something new** to the marketplace?

3. Presentation Quality

- Do you make appropriate **eye contact** with the audience?
- Do you have strong **posture** and appropriate **gestures**?
- Do you **speak loudly, clearly and at an appropriate pace**?
- Is your presentation **interesting and engaging**?

PROFESSIONAL ATTIRE

If you are uncertain whether your outfit is considered “professional attire,” speak with your teacher.

Men	Women
<p><u>YES</u></p> <ul style="list-style-type: none"> • 3-piece suit • Black, gray, brown, white, blue or khaki slacks • Button-up shirt (short- or long-sleeved) • Sweaters and sweater vests • Blazers / suit coats • Neckties • Black, brown or gray dress shoes 	<p><u>YES</u></p> <ul style="list-style-type: none"> • Black, gray, brown, white, blue or khaki slacks • Skirts or dresses • Tights / nylon stockings • Heels – 2" or less • Button-up shirt (short- or long-sleeved) • Sweaters and sweater vests • Blazers / suit coats • Neckties • Black, brown or gray dress shoes
<p><u>NO</u></p> <ul style="list-style-type: none"> • Jeans or athletic pants • T-shirts (long- or short-sleeved) • Hoodies, sweatshirts or jackets • Tennis shoes • Hats or bandanas • Sandals 	<p><u>NO</u></p> <ul style="list-style-type: none"> • Mini-skirts or cocktail dresses • Heels higher than 2" • Spaghetti-strap dresses/shirts • Tops that expose cleavage • Jeans or athletic pants • T-shirts (long- or short-sleeved) • Hoodies, sweatshirts or jackets • Tennis shoes • Hats or bandanas • Sandals

Presentation Evaluation Form: Showcase #1 – The Idea Pitch

Rate the following items on a scale of 1 – 5

- 5 = exceptional / no need for major improvement
- 4 = admirable / need for minor improvement
- 3 = acceptable / need for moderate improvement
- 2 = amateur / need for significant improvement
- 1 = unacceptable / need for complete revision

Presenter Name(s): _____

Judge's Name: _____

The Idea: _____

1. Innovation _____ 1 2 3 4 5

- Innovation** – Business idea is creative, innovative, new and competitive in the marketplace
- Demand** – Business idea solves a problem, meets a need, or creates its own demand

COMMENTS:

2. Feasibility _____ 1 2 3 4 5

- Manufacturing** – The product will likely be simple to manufacture, can be brought to market quickly, and doesn't require materials that are challenging to obtain or work with
- Funding** – The business will likely be able to start up with **\$300 or less**
- Profitability** – The business will likely be able to recover start-up funding and become profitable in a short amount of time
- Customer Base** – The product has a clear target market who will likely be accessible to students

COMMENTS:

3. Presentation Quality _____ 1 2 3 4 5

- Content** – Describes a problem or need, the value proposition of the business, and who the target market is
- Delivery: Body** – Good physical composure (posture, pacing, hand gestures) and eye contact
- Delivery: Voice** – Strong voice projection and pace
- Passion** – Presentation is enthusiastic and engaging; pitch is persuasive and passionate

COMMENTS: