

QUALIFYING ROUND: PITCH COMPETITION ELEVATOR PITCH REQUIREMENTS

The following document provides a general guideline of the areas and details that your initial pitch video should include. The requirements are not exhaustive and may be adjusted as necessary to suit the particular needs of your individual concepts and responses.

I. YOUR IDEA

This pitch should be centered around presenting your **idea** in a quick and concise manner. Capture your audience's attention with a short video and sell the value of your product/service to them. Remember: The quality and creativity of your idea comes before all!

II. Time requirements

The approximate time frame for the video should be between 30 seconds and a minute. Remember, the purpose of the initial pitch video is to provide a general overview of the idea in its totality; neglecting specific details may be necessary to meet the time limitations.

III. Presentation

In an elevator pitch, you only have the entire duration of the elevator ride to present your idea. Make it as impactful and engaging as possible in the short amount of time you are given, your audience should have maximum engagement throughout the entire 30-60 seconds of the pitch. Every millisecond counts!

OPTIONAL (The quality of your pitch will be massively determined by the **first 3 criteria**):

IV. Target consumer group and market space

Include a brief introduction of the target market space and consumer group your product/service will address.

V. How your idea solves a defined concern in the specific market space

Introduce the problem/concern your idea will address; is the issue in regards to sustainability? Does it address a consumer need that is not being met?