

PITCH GUIDELINES

Task: to make a pitch with a topic “Innovative Business”

Goal: To reveal how **innovative** your product/service is. Every product/service is unique in one way or another.

Time: You will have **2 minutes** on the stage. Presentations will be made during the stand session.

Form: Presentation should be vocal in English. You can use PowerPoint® slides if necessary. Slides will have to be uploaded no later than **27th of March**.

Award: All pitches will be evaluated by the jury and rewarded by points accordingly.

Questions you should try to answer

1. What is the PROBLEM?
2. What is your SOLUTION?
3. Where is INNOVATIVE approach and what makes you so SPECIAL?

Criteria

Creativity: A demonstration that the proposed solution displays a unique approach. Does the proposal approach the social problem in an innovative, exciting, and dynamic way?

Sustainability: Long-term prospects for viability and success. Does it consider the different dimensions of financial and social sustainability in a conscientious manner?

Assessing the Need: An analysis of the social issue and its affected population. Does the proposed venture address a significant and critical social problem?

Presentation: Overall effectiveness of the actual presentation.
 Did the presenter(s) engage the audience and hold their attention?
 Did the presenter(s) appear to speak with confidence authority?
 Were visual aids (i.e. PowerPoint® slides) clear and valuable?
 Was the pitch exciting and compelling?
 How efficiently did the team allot their time?