

# The Pitch Point Competition

## Live Pitch Instructions



THE PITCH POINT

**Time Limit: 5-10 minutes**

**Your presentation may include any of the following elements that are relevant to your business idea. You do not need to include every item listed.**

1. **Venture branding**
  - Company name, logo, slogan
2. **Business problem and solution**
  - What is the problem?
  - Who does it affect (target market)?
  - What is your solution?
3. **Unique Selling Proposition (USP)**
  - Identify main competitors
  - Why is your solution better than anyone else's (competitive advantage)?
4. **Management of Human Resources**
  - Roles/responsibilities of each team member are clearly defined
  - Clear chain of command
5. **Channels of Distribution**
  - What is the most appropriate method of delivery of your product or service?
  - How will you connect with your target market? (e.g. personal selling, types of advertisements, promotions, publicity, etc.)
6. **Key Performance Indicators (KPIs)**
  - What are your main goals for your venture?
  - How do you plan to measure the success of your venture?
    - For example, profit margin, break-even point, projected profit, non-financial measures, etc.
7. **Costs**
  - What do you estimate your start-up expenses to be?
  - What are your estimated operating expenses/cost of goods sold?
8. **Production Process**
  - Explain how you will produce your product or deliver your service
9. **Corporate Social Responsibility**
  - How will you ensure your product or service is sustainable?
  - How will your product or service improve the quality of life in your community?
10. **Extra (Bonus)**
  - Additional items could include a working prototype, company valuation, completed marketing materials, soft launch plan, market research, etc.
11. **Judge's Questions**
  - Be able to answer the judges' questions about your venture

### LIVE PITCH JUDGING CRITERIA

**Teams will be evaluated based on the following criteria (each criterion will be evaluated out of 10):**

- The team effectively presented the required content in an organized, professional and engaging way. The team was well prepared.
- The venture is innovative and solves a problem/meets a need for the target market.
- The venture has potential for long-term success.
- The team successfully addressed the questions asked by the judges.
- The team provided bonus materials to enhance their pitch (e.g. working prototype, detailed financial information, marketing materials, etc.)