

# The Pitch Point Competition

## Video Pitch Instructions



**THE PITCH POINT**

**Time Limit:** 2 minutes

**Contents:** Your video must communicate the following:

- What is your product or service?
  - Include branding e.g. company name, logo, slogan
- What need does your product or service meet?
- Who is your target market?
- Why is this product or service a good investment?
  - How does it compare to existing products? Why is your solution better than what already exists?
- How does your product/service provide a benefit to society?

**Format** Creatively "pitch" your business idea in a short video—2 minute maximum (exported as MP4 file)

**Deadline:** You must submit your video to your teacher by **April 2, 2026**. Due to Fanshawe by April 7, 2026.

### THE PITCH POINT VIDEO PRELIMINARIES JUDGES' SCORE CARD

**Criteria (scale questions):**

**Is the product or service innovative?**

The product or service is not innovative or unique 1-----10 The product or service is unique and innovative

**Is the need that this product or service meeting clearly identified?**

The need/demand is not identified 1-----10 The need/demand is clearly identified

**Is the target market clearly defined?**

Target market is not clearly identified 1-----10 The target market is clearly identified

**Does the product/service provide a societal benefit?**

The product/service does not provide a benefit 1-----10 The product/service has positive societal benefits

**Would you buy or invest in the venture based on the pitch?**

I am not interested in investing 1-----10 I am very interested in this venture

**Is the information creatively and effectively communicated?**

The video lacks creatively and impact 1-----10 The video is extremely creative and impactful

**Comments:** Please provide feedback to be shared with students as they move forward with their venture project.