



Elevator Pitch Presentation

DESCRIPTION OF EVENT

Each Virtual Enterprise Firm is asked to present a Business Pitch about their company. The Elevator Pitch Presentation competition allows the VEI firm to introduce their company to a panel of judges as if they are on an elevator with these judges.

An elevator pitch is a brief speech used by an entrepreneur to describe their business, product or service in a compelling and concise way. It is called an “elevator pitch” because it addresses the question, “How would you explain your business if fate placed you in an elevator with an angel investor and you only had the time it takes to get from the first to the top floor – about 60 seconds in a several story building” A good elevator pitch is one that captures a listener’s attention quickly, is persuasive, excites interest and answers the following questions:

- What is your company’s product and/or service?
- What sets your company apart from the competition?
- What makes you uniquely qualified to get the job done?
- What is the opportunity for an investor?

GUIDELINES

- Each company will develop an oral Business Pitch for their **Virtual Business**.
- The Perfect Business Pitch presentation will have only 1 student represent his or her firm.
- Each firm will be given **60 seconds or less** to tell the judges about their business by painting a picture with words only. **Time Allowance: 60 seconds or less for a presentation with no questions from judges.**
- The person representing his or her firm is on an elevator with the judges. He or she is to paint a picture of the company in words before the judges get off of the elevator.
- The only hand-out from the presenter may be a business card to judges. 3-4 cards would be appropriate: one per judge.
- This is a competition to see if student can get a venture capital investor interested enough in his or her business to grant a meeting with investor. Be sure to ask for a follow up meeting!
- **No electronic equipment may be used!**
- Refer to The Elevator Pitch Rubric online for specific elements to be included in the presentation.



Elevator Pitch: Possible Presentation Points

Examples of possible Presentation Points:

- 1. Opportunity** - a brief description of the opportunity, including: the product/service, the target market, the problem your business solves, and how the business will solve the problem.
- 2. Company Overview** – description of the business model; history, milestones, and future plans. Existing businesses should summarize their performance to date.
- 3. Management Team** – team qualifications, track record, and role in the venture.
- 4. Products or Service** – description of products/services, including competitive advantages. Include any future product development or expansion plans.
- 5. Market Analysis** – description of the target market, competitive landscape, and reasons customers will purchase your products.
- 6. Summary of Financial Projections** – summary of projected returns on investment for investors.

This is not just a condensed business plan or venture capital competition. This is a competition to see if you can get a venture capital investor interested enough in your business to grant you a meeting. Be sure to ask for a follow up meeting! (Think “Shark Tank” <http://abc.go.com/shows/shark-tank>)

Resources:

Jon York, Associate Professor in Entrepreneurship, Orfalea College of Business, gives the following tips on how to make an elevator pitch:

- Create a story, something concrete and personal, if possible.
- Tell the audience something they don't know.
- Think about the listener. Answer their question: "What's in it for me?"
- End with a call to action (ask the viewer to do something).

Competition results will be posted after each session's competition in the lobby of the Rabobank Convention Center. The top eight Elevator Pitch Presentation teams will participate in a final competition on the afternoon of January 17th from 4:15-5:00 pm (all finals are at this time in a room designated by trade show committee). This final competition will decide the overall The Elevator Pitch Presentation champion.

- 2018 California State Conference and Exhibition • Bakersfield, CA • January 17-18, 2018 •
 - Competition Information • veinternational.org • [#veinternational](https://twitter.com/veinternational) •