



ELEVATOR PITCH PRESENTATION Guidelines

DESCRIPTION OF EVENT

The Elevator Pitch Competition challenges VEI students to make a convincing and engaging "Elevator Pitch" in 90 seconds or less. What is an Elevator Pitch? You have a great idea you know will transform the world but you lack the resources to turn that idea into reality. You step onto an elevator in a high-rise building and recognize a group of venture capitalists in the elevator. You know we hold the key to providing you the necessary resources to build your dreams. This may be your only chance. You need to pitch your idea in a way that's interesting and concise enough to get us to say "We want to hear more. Let's set up an appointment." You don't have much time. The clock is ticking away.

GUIDELINES

- Competitors will develop an oral Elevator Pitch for their Virtual Business
- One or two students maximum will represent the company
- Each company will be given 90 seconds to tell the judges about their company by painting a picture with words only
- The only hand-out from the presenter may be a business card to judges.
- No electronic equipment may be used!



COMPANY NAME:				
Score Sheet for Competition				
THE ELEVATOR PITCH PRESENTATION				
RATINGS:	Not well Demonstrated 0-5	Does not Meet Expectations 6-10	Meets Expectations 11-15	Exceeds Expectations 16-20
BUSINESS MODEL				SCORE
Product	<i>Clear identification of company's product or service</i>			
Revenue Model	<i>Clear description of <u>how</u> the company will earn revenue</i>			
Return on Investment	<i>Clear projected return on investment for investors</i>			
MARKET ANALYSIS				SCORE
Competitive Advantage	<i>Current and potential competitors addressed. Competitive advantage identified</i>			
Target Market	<i>Clear Identification of company's target market</i>			
Industry Opportunity	<i>Industry opportunity is described as well as the company's solution to fill this void</i>			
PRESENTATION				SCORE
Delivery	<i>Quality and professionalism. Appropriate attire, eye contact, voice projection and poise</i>			
Compelling	<i>How well does the pitch entice you or draw you in?</i>			
Judge's Signature			TOTAL POINTS (out of 160)	
COMMENTS: What could have made this pitch better?				