

Does Your Pitch Follow the Basic Submission Guidelines? **(Yes/No)**

1. Does your elevator pitch exceed the 60-second time limit? **No**
2. Does your Pitch Deck include no more than 10 slides and is it in PDF format? **Yes**
3. Did you attend [office hours](#) at least once? **Yes**
4. Does your pitch present a solution to improve your community’s well being in one or more of the following areas? **Yes**:
 - a. Access to healthy and affordable food
 - b. Access to safe green spaces
 - c. Environmental justice and sustainable innovation
 - d. Supporting local small businesses
 - e. Ensuring fair and equitable labor practices
5. Are any copyrighted materials used in the pitch submission? **No**
6. Is any portion of the pitch inappropriate? **No**
7. Did you complete and submit a parental consent form? **Yes**

Elements of a Great Elevator Pitch: Below are the elements we will be looking for in your elevator pitch broken into 2 categories, CONTENT and DELIVERY

CONTENT

Element	Possible Areas for Improvement
Intro/Hook: Problem, need, or opportunity is clearly explained and the significance is evident	<ul style="list-style-type: none"> ● Problem/Need/Opportunity ● Speaker introduction
Goals for Solution: Proposed solution is explained in detail and the value is clearly communicated for the customer	<ul style="list-style-type: none"> ● Solution is unclear ● Value proposition is unclear
Target Audience: Intended audience is well defined and the user base is quantified	<ul style="list-style-type: none"> ● Target audience unclear ● Size
Competitive Analysis: Understands the competition and their shortcomings; proposed solution is credible and the team indicates strong potential for success	<ul style="list-style-type: none"> ● Description of competition ● Advantage is unclear
Closing: The ask is clearly communicated; how much money are you looking for to pursue your idea?	<ul style="list-style-type: none"> ● Costs ● Conclusion

DELIVERY

Element	Possible Areas for Improvement
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<p>Clarity: Speaker(s) is/are polished and delivery techniques make the presentation understandable and engaging</p>	<ul style="list-style-type: none"> ● Organization ● Length ● Grammar ● Visual aids
<p>Impact: Presentation inspires and holds attention; the pitch is persuasive and informative</p>	<ul style="list-style-type: none"> ● Enthusiasm ● Creativity ● Compelling story ● Team participation (if group submission)

Elements of a Great Pitch Deck: Below are the 10 slides you should include in your Pitch Deck

1. **Intro/Title Slide:** tell people who you are
2. **Problem Slide:** identify the problems that your product will tackle
3. **Solution Slide:** present a clear and concise solution that the judges can follow
4. **Market Analysis Slide:** identify market size and opportunity in MEASURABLE numbers
5. **“How it Works” Slide:** show off the actual product or service your business is selling
6. **Traction Slide:** focus on the growth, major goals, and next steps of your business
7. **Team Slide:** introduce your core team members
8. **Competitive Analysis Slide:** define your competition and explain why you’re different
9. **Business Model Slide:** how will your business idea make money?
10. **Ask Slide:** tell the judges what you need from them and why?