

Business Idea Pitch Competition Guidelines

Please find below a sample pitch deck for your presentation. You will have (2) minutes to present your idea to a group of esteemed judges. Following your presentation, you will have two (2) minutes of questions from the judges.

You may use the format below or be creative and design your own presentation. A copy of the judge's rubric is attached for your review. Your pitch must include:

- Your name and your role within the business
- Name of the company or business
- Clear and concise description of the business idea
- Describe your target market, ex: age, gender, social economic status, etc.
- Competitive advantage – what will your idea do better?
- Explain how you will make money, ex: samples of product, service by the hour, etc.

Good morning, my name is (insert name) _____ . I am the CEO of (insert name of business)

_____.

(Insert name of company) _____ (insert description of the idea/product)

Our target customers are (insert description of target customers)

Our competitive advantage is (insert narrative on competitive advantage)

Our business model is (insert how you will make money)

If you select to invest in us we will use the money for

Thank you for your consideration. Again, my name is _____ and I am
the _____ of _____