



ELEVATOR PITCH COMPETITION - RULES

1. What Is an Elevator Pitch?

An Elevator Pitch is a quick way of putting across the fundamental elements of a project, a business idea, a social cause or even one's professional qualifications and capturing the other person's attention to prompt him/her to action. The Elevator Pitch Competition is intended as a vehicle to encourage students to develop this specific skill and test it in a competitive environment.

2. What Do You Need To Do To Participate?

- Register at:
https://docs.google.com/forms/d/e/1FAIpQLScaU7p4NSdGcabX_DSuwSqCwdGGhhifyCYSDHtvUpsB0I9Qyw/viewform providing your full name, email address, category, professor and course(s) for which you are doing the pitch. Unless otherwise required by professors, you can use the same pitch for multiple courses.
- Prepare a 1-minute pitch
- Practice, practice, practice!

3. Key Dates

Save these dates on your calendar:

- **By Monday, October 23rd AT MIDNIGHT:** registration through [Google Forms](#) (see link above)
- **Monday, November 6th, 8:30-9:45am (BUS 305 - G.1.1)**
Wednesday, November 8th, 12:45-1:30pm (G.1.1)
Thursday, November 9th, 11:30am-12:45pm (MGT 498 - G.1.1)
 - **Official Elevator Pitch Workshops** when the rules and dynamics are explained; If you can't make it to a workshop, detailed information will also be emailed to all participants.
- **Monday, November 13th and Tuesday, November 14th, 6.00-8.00pm (Library Study Room):** in the first round, students present their pitch in front of a jury, without an audience (closed doors event). The specific day and time will be communicated to students individually after the Registration deadline. In the event of a conflicting class you will be able to submit a video instead (see below, [Submission of video](#)).
- **Monday, November 20th, 6.30-8.00pm (Tiber Cafè):** Elevator Pitch Competition Final Round. Three Finalists for each category present to the jury in an open forum.

4. Evaluation Criteria

A panel of three JCU professors will evaluate and judge the pitches based on:

- Substance: clarity and persuasiveness of the argument presented
- Delivery: attention to tone, volume, pronunciation and pace
- Non-verbal communication, including attire (see [Suitable Attire](#) below) and background
- Timing: pitches will be cut off after 60 seconds

The jury's judgment will be expressed in a scale of 1 to 5, as follows:

5 = Excellent presentation on all counts = A

4 = Very good presentation with minor issues in one or more evaluation areas = B

3 = Pitch can be significantly improved but is satisfactory overall = C

2 = Pitch is incomplete and severely lacking in one or more evaluation aspects = D

1 = Candidate does not even try = F

Professors may either attend their students' closed-door presentations and assign grades independently, or rely on the evaluations of the jury, following the scale outlined above.

5. IFE Elevator Pitch Workshops – select one to attend

IFE Director, Prof. Silvia Pulino, will walk participants through the competition rules, illustrate what makes a good pitch, and provide examples of good and bad pitches. Students will be able to ask questions and clarify doubts. Material from the workshop will be circulated to all participants afterwards.

6. Categories

Participants can choose among these four categories:

- **Business:** you aim to persuade investors to support your business idea financially
- **Advocacy:** a pitch for a social or charitable cause, with a strong call to action (donate, join, change habits, promote, etc.)
- **Think Design:** a pitch on how to solve a problem in the design of any type of system. Topics have ranged from redesigning the workplace, creating a community engagement plan to address bias in policing, rethinking the Los Angeles bus ticketing system, and proposing how best to support the introduction of bio based plastics in the American market.
- **Personal:** the candidate's answer to the interviewer's question "Why should I hire you?"

7. SpeakUp Practice Sessions

SpeakUp, the JCU Business Club public speaking branch, will provide multiple practice sessions in which you will first present your pitch, and then a panel of peers help you improve it in terms of structure, language, delivery and non-verbal cues. If you are interested please email: speakup@johncabot.edu

8. Video Submissions

In the event that your first-round pitching session coincides with another class, you will be able to submit a video of your pitch. It is recommended that you have a friend video record your pitch; you should pay special attention to lighting, background, distance from the camera (half bust preferred) and registration volume. When the video is ready, upload it to Youtube and send the link to entrepreneurship@johncabot.edu, no later than **midnight on Sunday, November 12th**.

9. Prizes

The winner in each category will be awarded a certificate and their choice of the following: a prize in kind; a donation of €100 in their name to a charity they name; or a €100 Amazon voucher. In the past prizes in kind have included a round trip to Milan to take part in an International Bar Camp, a round trip to Florence to visit a leading Innovation Hub, ticket and round trip to Expo Milan 2015 and participation to digital media workshops; the value of such prizes is in the €100-200 range.

10. Final Ceremony

The Elevator Pitch final appointment will take place in the **Tiber Café** (Tiber Campus) on **Monday, November 20th, from 6.30-8.00pm**. Finalists will deliver their pitches in front of an audience and Panel of judges. The Awards Ceremony and a light reception will follow the final selection of the winners. Bring your friends to cheer for you!

11. Suitable Attire

The pitch assumes a professional setting. You should dress as you would for a business occasion or for a job interview. A suit is not mandatory, but decorum is a must. Avoid rolled up sleeves, untucked shirts, mini-skirts, shorts, sneakers, flip flops, and generally unkempt, crumpled clothing. Hair should be tidy, beards and moustaches well-trimmed.

12. FAQs

Do I have to pay a fee to participate?

No, participation is part of your course work and therefore there is no fee associated with it.

Do I have to have a separate pitch if I am selected as a finalist?

No, you can participate with the same pitch you have prepared for the first round.