

High School BEAR Innovation

Final Pitch Guidelines

The work that you have done to develop your potential idea is very important. Equally important is your ability to communicate that idea in a convincing, engaging, and persuasive way. Your team is required to present an idea Saturday afternoon that seeks to solve the problem challenge that you have been working on throughout UC Imagine Fest. You will create this presentation based on the journey that you have been on for the last 14 hours or so.

Judges will be looking for ***how much progress you have made in moving your idea forward and how well you articulate it.*** They want to understand the problem that you are trying to solve, your solution and how it works, who it is for and whether or not you have confirmed with any of those people that they do have the problem and are interested in your proposed solution. They need to learn why it is better than what currently exists, how it creates value and the experiments (small steps) that you could take over the next 4 weeks to bring your idea into existence.

Your idea can be as simple as a new way to perform health checkups or as bold as an entirely new way to deliver health services. This event is designed to help you stretch your imagination and teach you a process that can be used again and again for all of your ideas. Further, it is designed to offer the motivation to ACT! More importantly it is designed to be fun! The Pitch has been adapted from a successful model at Babson College that helps students clearly articulate an idea. You will be limited to a 4 minute presentation.

“Each of us has the power to be the change we want to see in the world, making the world a better place” Naveen Jain

Final Pitches will be held at 3:00 on Saturday.

It is imperative that each team has a well-developed pitch. It requires practice, practice, practice. **Dress Rehearsal will be start around 1:00. Slides should be uploaded by 12:45pm. Each team will have 4 minutes to present. The Judges will have 4 minutes of questions and feedback and then we will jump to the next presentation.**

We will be very strict on timing.

Your team will present to outside judges who will evaluate your pitch along three dimensions:

Content - The journey

- Did you get information from potential customers/users (Did you do the research, talk to people, do surveys)?
- What is the real problem that you are solving?
- Is the idea and how it works clear?
- Is there a potential opportunity that provides clear value to the customers, that is clearly different than what is currently available in the market? Is it unique?
- Do you have an MVP or prototype (some digital representation) to present?
- Is your thinking reasonable and do you have data to support your assumptions about the financial feasibility and sustainability of your venture over time? Does it make sense?
- What are your key assumptions and how will you move forward to test them?
- What experiments could you conduct in the next four weeks to move your idea forward? In other words, what are at least one or two steps that you could take in the next four weeks to mover your idea forward?
- Do your answers to the above questions sufficiently document the progress that you made on moving your idea forward?

- Did you give consideration to the question “What should matter to me” and were your ideas influenced by your views and how they might impact others?

Presentation - Oral Delivery and Technique

- Did it grab the audience's attention right at the start or have a “hook” (within the first 40 seconds)?
- Is there one sentence that is compelling and engaging (wows the audience)?
- Did the audience understand the main point right away?
- Did the presenters have a high level of energy?
- Was the team convincing?
- Was there good Oral Communication – Clear, Tone, pace, loud enough?
- Was there good Body Language - appropriate eye contact, standing comfortably - hands at side?
- Was there appropriate use of props, prototypes or displays?
- Is the team dressed in business attire?
- Did you have an appropriate “close”?
- Did the team answer the questions well?

PowerPoint - Graphics

- Highlight only the most important points on your slides
- 3 bullet points maximum per slide is a good rule of thumb
- Your idea should have a name and logo
- All slides should have the same primary and secondary colors (that match your logo)
- Choose a primary font and stick to it
- No typos or grammatical errors
- Use graphics to support what you are saying, minimize the amount of text
- Text is large enough (24-point or more) and contrasts with the background

- Text summarizes information well – but the slides are not text heavy
- **Slides contain visually appealing images/graphics, backgrounds and color to support the presentation.**

Points to cover in your pitch include but should not be limited to:

- Who you are
- Clear articulation of the idea
- What problem does it solve?
- What is the value proposition? (What value does it bring- what need does it fill in the market and how significant is that need)
- How does it work?
- Who will it help?
- How is it different than the competition– better than what is currently available, and why would someone switch?
- What is the rationale for financial sustainability?
- What resources are needed to implement?
- How will you implement your plan? What is your 4-week MVP experiment?
Specify at least one or two steps
- How did your consideration of the question ‘what should matter to me’ influence your idea?
- Conclusion

Here are some resources

Take a look at the short videos for an idea of what it looks like.
Great article from one of the leading experts in entrepreneurial education!

Pitch. Pitch. Pitch. Pitch!

Heidi Neck | Mar 14, 2017

<https://www.linkedin.com/pulse/pitch-heidi-neck>

Enactus Pitch

<https://vimeo.com/173701784>

True jeans pitch

<https://www.youtube.com/watch?v=Q-DmBBDREC8>

Cup Ed

<https://www.youtube.com/watch?v=i6O98o2FRHw>