

College of Natural Sciences and Mathematics 2022 College Wide Pitch Competition Guidelines

The Process:

- [Apply through College Pitch Competition Google Form](#) by Monday, October 17th at 5:00 pm
- Notified if selected for pitch presentation by Friday, October 28th at 5:00 pm
- If selected for pitch presentation, pitch day will be November 8nd (in-person);

Time: TBD

The Resources:

- [Carlsen Center for Innovation and Entrepreneurship: Virtual Entrepreneurship Toolkit Series](#)
 - 5 part series that will support you in refining your idea into a business model and preparing you for a 5 minute pitch
 - Session on Wednesdays from 6 to 8 pm (Dates TBD)
- Carlsen Center for Innovation & Entrepreneurship: Pitch Crafting Workshop
 - An hour-long session to support you in translating your idea into a successful pitch presentation
 - Will be announced soon.
- [Carlsen Center for Innovation and Entrepreneurship Virtual Office Hours](#)
 - One on one consultation opportunities with the Carlsen Center's Executive Director
 - Find a time that works between 9:00 am and 5:00 pm Monday through Friday

The Guidelines:

- Each pitcher or pitching team will give an oral pitch for their idea or business venture
- Each pitcher or pitching team will have 5.0 minutes to pitch their business ideas and 5.0 minutes for the judges to ask questions. The panel will be strict on time!
- The pitchers should focus on the following:
 - Information about the problem/opportunity
 - Product/service information and how it will solve the problem or take advantage of the opportunity
 - Do you or your team have the ability (or expertise), skills, and passion to implement this business, nonprofit or produce the product or service
 - Who will buy it (target market) & why; and the market and its size
 - Price of the product/service, cost to produce it (revenue or business model)
 - Competition and competitive advantage
 - Communicating your idea clearly and be concise and effective when answer judges' questions
- You will be contacted through email regarding your pitch results and feedbacks.