College of Natural Sciences and Mathematics
2021 College Wide Pitch Competition Guidelines

The Process:

- **Apply through College Pitch Competition TypeForm** by Friday, October 8th at 5:00 pm
- Notified if selected for pitch presentation by Friday, October 29th at 5:00 pm
- If selected for pitch presentation pitch day will be November 2nd (Time: TBD)

The Resources:

- Carlsen Center for Innovation & Entrepreneurship: Pitch Crafting Workshop
  - An hour-long session to support you in translating your idea into a successful pitch presentation
  - October 12th at 12 pm, October 13th 2 pm, October 14th 12 pm
  - October 18th at 2 pm, October 19th 1 pm, October 20th 3 pm, October 22nd 11 am
- 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.