



# ELEVATOR PITCH OVERVIEW

The Elevator Pitch Competition is a video submission competition that challenges VEI students to make a convincing and engaging “Elevator Pitch” to an Angel Investor in 60 seconds or less.

## Submission Criteria

Record a 30-60 second video of a VEI student delivering an elevator pitch for your business. Videos should capture one (max. two) students delivering the pitch to the camera. The pitch should be delivered in a single, unedited take. Videos should not be edited together or produced with effects. This doesn't mean it needs to be filmed on the first take, but there should be no postproduction done to the pitch (i.e. don't edit two halves of different takes together). Avoid reading from scripts or cue cards. Please be sure to record the video in a reasonably quiet environment to make it easier for the judges to hear and understand. Avoid recording outdoors or in loud hallways.

## Career Readiness Framework Alignment

### Leadership Competencies:

- Motivates others to act
- Demonstrates well-rounded perspective and unique style
- Demonstrates intrapreneurship

### Professional Competencies:

- Communicates effectively
- Demonstrates professionalism

### Functional Competencies:

- Understands general business dynamics

## Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

<b>Compelling</b>	How well does the pitch entice you or draw you in?
<b>Informative</b>	How well does the pitch deliver all of the details you are looking for? Details may include: the problem that it solves, target market, business model, current needs, etc.
<b>Next Steps</b>	As an investor how likely would you be to take next steps with this company?
<b>Delivery</b>	Rate the quality and professionalism of the student's delivery. Elements to consider include appropriate attire, eye contact, voice projection, and poise.
<b>Overall Comment</b>	What could have made this pitch better? How can the pitch be improved?

## Rubric

<b>5 stars</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 stars</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 stars</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 stars</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 star</b> Well below standards	Major flaws or section missing.