



2013 Student Pitch Competition

The Rules

1. You must register to pitch no later than 5pm EST, Friday, 27 September 2013.
2. You must attend the conference. Students can attend all sessions for free. Advisors must pay the regular registration fee if attending sessions, but only \$50.00 if they are only attending the awards luncheon. Advisors must have registered no later than 5pm EST, Friday, 27 September 2013 for their student to qualify to pitch.
3. You must submit your slide deck – as a PDF file – to wtj@usfsp.edu no later than 5pm EST, Monday, 30 September 2013.
4. You will pitch individually, no teams
5. You will have 5 minutes to pitch, you must use a slide deck
6. You may only pitch a concept; you may not pitch any existing firm older than 1 year or with sales greater than \$10,000.

Judging Criteria

1. **Problem.** Stating a clear, concise, big job to be done causing pain to the market. Further reading: <http://www.rockiesventureclub.org/2013/04/pitch-deck-5/>
2. **Market.** Identifying a large, addressable and serviceable user and buyer base. Further reading: http://www.rockiesventureclub.org/2012/11/pitchdeck_1/
3. **Solution.** Providing a unique, novel, and innovative value proposition with an inherent, protectable advantage over the competition. Further reading: <http://venturebeat.com/2012/04/28/killer-value-proposition/>, <http://thenextweb.com/insider/2013/03/10/the-airbnb-advantage-how-to-avoid-competition-and-become-a-multi-billion-dollar-startup/>
4. **Business Model.** Explaining the sustainable revenue streams, supply and distribution required, and how customers will be initially acquired. Further Reading: http://en.wikipedia.org/wiki/Revenue_stream, <http://500hats.com/niche-to-win>, <http://matchist.com/blog/why-investors-care-about-the-most-useless-slide-in-your-pitch-deck/>
5. **Team.** Showcasing founders, advisors, and talent needed for the first hires. Further Reading: <http://www.rockiesventureclub.org/2013/02/pitch-deck-3/>
6. **Opportunity.** Asking for an investment, reporting the primary use of funds, and highlighting why now is the perfect time for this opportunity. Further Reading: <http://www.rockiesventureclub.org/2013/01/pitch-deck-2/>
7. **Pitch.** Asking for an investment and reporting the primary use of funds. Pitching resources can be found on the next page.

The official judging rubric can be found on the last page of this package.

ASBE

Association for Small Business and Entrepreneurship

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Pitching Advice

1. <http://www.thedailymuse.com/entrepreneurship/4-steps-to-creating-an-amazing-pitch-deck/>
2. <http://thenextweb.com/entrepreneur/2011/10/29/dave-mcclures-10-tips-for-the-perfect-investment-pitch/>
3. <http://www.thepitchclinic.com/investor-presentation/10-pitch-deck-principles-or-how-to-blow-them-away-with-your-deck>
4. <http://www.fastcompany.com/1603022/made-stick-presentations-stick>
5. <http://www.jasonshen.com/2012/eleven-compelling-startup-pitch-archetypes-with-examples-from-yc-companies/>

Deck Examples

1. <http://bestpitchdecks.com/>
2. <http://www.pitchenvy.com/>
3. <http://www.quora.com/Venture-and-Investor-Pitches>

The Sponsors





Pitch Competition Rubric

Student Name		Not Addressed	Not Satisfactory	Satisfactory	Excellent	Investor Ready
Problem	Stating a clear, concise, big job to be done causing pain to the market.	0	1 2 3	4 5 6	7 8 9	10
Market	Identifying a large, addressable and serviceable user and buyer base.	0	1 2 3	4 5 6	7 8 9	10
Solution	Providing a unique, novel, and innovative value proposition with an inherent, protectable advantage over the competition.	0	1 2 3	4 5 6	7 8 9	10
Business Model	Explaining the sustainable revenue streams, supply and distribution required, and how customers will be initially acquired.	0	1 2 3	4 5 6	7 8 9	10
Team	Showcasing founders, advisors, and talent needed for the first hires.	0	1 2 3	4 5 6	7 8 9	10
Opportunity	Asking for an investment, reporting the primary use of funds, and highlighting why now is the perfect time for this opportunity	0	1 2 3	4 5 6	7 8 9	10
Pitch	Overall assessment of the slide deck, poise of presenter, and ability to field questions pertaining to the concept.	0	5 10	15 20 25	30 35	40
TOTAL						

Notes: