



# Elevator Pitch

*Location: College of the Sequoias, Visalia*

## **Chairperson:**

Jessica Gutierrez

College of the Sequoias: Visalia

[jessicagu@cos.edu](mailto:jessicagu@cos.edu)

**CHECK IN: 8:30 am**

**CONTEST BEGINS: 9:00 am**

## **ELIGIBILITY:**

Eligibility is limited to individuals. No team entries will be allowed.

## **SCOPE OF CONTEST:**

### **Expectations:**

At the competition, each student competitor should come prepared with a 8-slide presentation discussing the points mentioned below: an introduction, the problem that inspired the business idea and the solution that he/she is providing, target market & positioning, marketing and sales, competitors, and basic financial projections, and next steps. Props, photos, and/or demonstrations are allowed, but not required. Students may bring presentation files to the competition on a flash drive. Presentation should not exceed 5 minutes.

## **IMPORTANT INFORMATION:**

The presentation on the day of the competition should encompass:

- Introduction Slide
  - Student Name or Team Name
  - Business Name
- Problem
  - What is the problem?
  - What facts confirm the problem?
  - What is the need?
- Solution
  - Introduce the product or service being offered?
  - How does this solution solve the customers' problem?
  - What makes this solution unique and better than existing alternatives?
- Marketing and Sales
  - Who will benefit from this product or service? (age, demographics, geography, etc.)
  - How do you plan to attract and retain customers?
  - What is the price point for the product/service? How did you arrive at that price?



- Where will your business be located? Where will the product/service be sold?
- Competition
  - Who else is solving customer problem points?
  - What features or benefits does this company offer that competitors don't?
  - How is this solution better or different?
- Financial Projections
  - What are your start-up costs?
  - What funding sources are available?
  - If applicable, offer a quick summary of projected revenues and profit margin over a specific period.
- Next steps
  - End the presentation with what your next steps are:
    - Funding needed to move forward
    - Business growth



## Score Sheet for Elevator Pitch Competition

**COMPANY NAME:**

### Oral & Visual Presentation

Effectiveness of presentation and explanation of idea and business model.

RATINGS:	Needs Improvement	Acceptable	Good	Very Good	Superior
	0-2	3-4	5-6	7-8	9-10
<b>Problem</b> Clearly identifies the problem that needs to be solved	Failed to identify problem	Briefly mentioned problem	Identified problem and provided a few facts to confirm problem	Clearly defined problem and provided facts and scenarios to support it	Clearly defined the problem, provided supporting facts, and explained current solution
<b>Solution</b> Identifies customer pain points and how they plan to solve the problem	Failed to provide how the plan offers a solution	Briefly described the product service being offered, but lacks solution	Clearly described the product or service, but did not identify the solutions	Clearly described the product or service, and gave brief description of the solutions it provides	Thoroughly described the product or service and directly relates it to multiple facets of the customer's current problem
<b>Marketing and Sales</b> Clearly identifies target market and go-to-market strategy (distribution channels)	Failed to discuss marketing plan	Briefly described one method of advertising	Briefly mentioned target market, price, place, and promotion.	Explained target market, price, place, and promotion with supporting details.	Presented a tentative marketing and sales plan, identified key customers, and proposed activities to foster success.
<b>Competition</b> Provides information on competitive landscape and competitive advantages	Competitors not identified	Identified competition, but lacked analysis	Identified competitors and briefly stated competitive advantage	Described competitors and explained competitive advantage	Identified and researched competitors and described how his/her solution creates a competitive advantage.
<b>Financial Projections</b> The financial forecast seems reasonable and based on a bottoms-up approach	Missing financial projection information	Briefly described financial needs	Communicated ideas for start-up funds	Identified start-up costs and at least one funding source	Provided realistic start-up funding needs, and possible funding sources
<b>Next Steps</b> There is a clear path to move forward with key milestones identified	Failed to communicate next steps	Provided some ideas but lacked clear steps	Described several steps in the immediate future	Described several immediate steps as well as future goals	Provided a clear timeline of next steps that included short and long term milestones
<b>Communication/Design</b> The student communicated ideas clearly and had an visually pleasing presentation	Failed to provide visual presentation	Demonstrated basic communication and presentation skills	Provided a nicely designed presentation and communicated ideas clearly	Verbal and visual presentation exceeded expectations	Delivery was passionate, enthusiastic, and was nicely complemented



					by a visual presentation	
70 points possible for Presentation					<b>GRAND TOTAL:</b>	

Comments: