



Industry Pitch

Location: College of the Sequoias, Visalia

Chairperson:

Shelsy Hutchison

College of the Sequoias: Visalia

shelsy.hutchison@tcoe.org

CHECK IN: 9:00 am

CONTEST BEGINS: 9:15 am

ELIGIBILITY:

Participants may compete as:

- Individuals, or teams of 2–4 students.
- Each student or team may submit one entry.

SCOPE OF CONTEST:

Expectations:

The College & Career Expo Industry Pitch Competition provides students with an opportunity to showcase their industry-aligned skills, creativity, and problem-solving abilities through a 3–5 minute oral pitch, demonstration, or combination of both. Students may choose the format and materials that best represent their work, including slides, prototypes, tools, models, digital demos, visual boards, or a verbal-only pitch. This competition emphasizes real-world application of Career Technical Education (CTE) pathways and encourages students to communicate ideas clearly, professionally, and confidently.

IMPORTANT INFORMATION:

A. Industry Pitch (3–5 minutes)

Students clearly explain:

1. Who they are?
2. The problem or need being addressed.
3. Their solution (product, service, or process)
4. Who the solution is for? (target audience or customer)
5. What makes the idea unique or effective?
6. What the next steps are (feedback, improvement, funding, partnerships, etc.)

The pitch may be delivered:

- Verbally only, or
- With supporting visuals or demonstrations



Students can **show something** that represents their idea or skill. Examples include, but are not limited to:

- Physical prototypes or models
- Tools, builds, or technical demonstrations
- App, software, or website mockups
- Process workflows or service simulations
- Marketing boards, packaging, or design concepts
- Samples of work aligned to an industry skill

Judges may ask clarifying questions during or immediately after the demonstration.

B. Judge Questions (1–2 minutes)

Judges will ask questions focused on:

- Skill application
- Industry relevance
- Feasibility and next steps
- Career readiness

Judging Criteria (100 Points Total)

Category	Points
Problem & Solution Clarity	20
Industry Alignment & Skill Application	20
Demonstration / Artifact Quality	20
Communication & Engagement	20
Innovation & Feasibility	20
Total	100

Tiebreaker: Innovation, Creativity & Feasibility

- Compare Innovation, Creativity & Feasibility scores
- Higher score wins

College & Career Expo Industry Pitch Competition

Student / Team Name: _____ **Judge:** _____

Criteria	Excellent (18–20 pts)	Good (14–17 pts)	Satisfactory (9–13 pts)	Needs Improvement (0–8 pts)	Points
Problem & Solution Clarity	Problem is clearly defined and relevant. Solution directly and effectively addresses the problem; connection is logical and easy to understand.	Problem and solution are clear with minor gaps or limited depth.	Problem or solution is somewhat unclear or underdeveloped.	Problem and/or solution is missing, unclear, or unrelated.	____ /20
Industry Alignment & Skill Application	Strong alignment to a CTE pathway or industry. Demonstrates clear, relevant technical or professional skills used in real-world settings.	Clear industry connection with appropriate skill application; connection could be stronger.	Some industry connection, but skills are limited or loosely connected.	Little to no industry alignment; skills not evident.	____ /20
Demonstration / Artifact / Work Product	Demonstration or artifact strongly enhances understanding; shows strong skill, effort, and relevance.	Demonstration or artifact supports understanding with adequate skill and effort.	Demonstration or artifact is present but minimally developed or unclear.	Demonstration or artifact missing, unclear, or unrelated.	____ /20
Communication & Engagement	Clear, confident, and engaging communication; excellent use of time and strong responses to questions.	Clear and organized communication with good engagement; minor pacing or clarity issues.	Communication is inconsistent or difficult to follow; limited engagement.	Communication is unclear, disorganized, or difficult to understand.	____ /20
Innovation, Creativity & Feasibility	Idea is creative, thoughtful, and realistic with strong potential for real-world application or growth.	Idea shows creativity and feasibility but may need refinement.	Idea shows limited originality or feasibility.	Idea lacks originality or is not feasible as presented.	____ /20

Total Score: _____ /100

Strengths	Areas for Improvement
-----------	-----------------------

Judge Reminder: Slides are optional. Evaluate skills, industry relevance, and clarity — not presentation polish.