



## Pitch Night Presentation Guide

### Pitch

- Presented in clear, concise, and logical and/or sequential form
- Presentation stayed within time frame
- Conveyed confidence and professionalism
- Demonstrated knowledge of industry
- Responsiveness to judges/Effectively fielded questions

### Visual Aids

- Clear and readable
- Relevant to plan
- Attractive and professional

### Business Plan

- Describe product/services clearly
- Clearly state marketing plan of product/service
- Describe the management team
- Identify major challenges/risks
- Explain the need for the business (meaningful examples, practical applications, etc.)

### Viability

- Market Opportunity: Present clear market need and way to take advantage of that need
- Distinctive Competence: Show the venture's uniqueness that offers a competitive advantage
- Management Capability: Show the team can effectively develop the venture and handle risks