



ELEVATOR PITCH

Event Specifications

FRESNO CITY COLLEGE EVENT CONTACT For any specific event questions, please contact:	
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SCOPE OF CONTEST

Contestants are given 90 seconds to pitch a business idea to an investor. Business, Entrepreneurship and Marketing students are encouraged to compete.

NUMBER OF COMPETITORS

Group event (2 members) or individual event, limited to 15 entries.
Fresno ROP reserves the right to modify enrollment due to limited spaces available.

RULES AND PROCEDURES

1. Each contestant/pair will be allowed 90 seconds.
2. Timing will begin when instructor signals. Contestants may not restart once time begins.
3. Contestants will compete before an audience of judges, contestants and spectators.

JUDGING CRITERIA

Every pitch should include:

Pitch Content

- **Problem**
 - Clearly identifies the problem that needs to be solved
- **Solution**
 - Identifies customer pain points and how they plan to solve the problem
- **Business Model**
 - Clearly explains how the company will make money
- **Positioning**
 - Describes how the company wants to be perceived in customer's minds

- **Marketing and Sales**
 - Clearly identifies target market and go-to- market strategy (distribution channels)
- **Competition**
 - Provides information on competitive landscape and competitive advantages
- **The Team**
 - Describes management team, advisors and a plan to fill any holes in team
- **Financial Projections**
 - The financial forecast seems reasonable and based on a bottoms-up approach
- **Next Steps**
 - There is a clear path to move forward with key milestones identified
- **Call to Action**
 - Ask for the investment and close

EQUIPMENT AND MATERIALS

1. Supplied by the contestant:
 - a. Contestants are allowed to provide visual materials to support their pitch

DRESS CODE

Business Professional Dress

RESOURCES

Business Model Canvas

<https://canvanizer.com/new/business-model-canvas>

<https://strategyzer.com/canvas/business-model-canvas>