

Create@State Persuasive Elevator Pitch

Competition Description: If selected for the Create@State Showcase, one (1) member of each team will deliver an elevator pitch of no more than 90 seconds focused on the business concept of a seed or start-up venture. This elevator pitch should be seen as a sales pitch for potential investors and therefore should focus on promotion, introducing the benefits of the new product or service, and the market need or opportunity. You will not be permitted to use visual aids during your pitch.

Persuasive Elevator Pitch Proposal (Abstract) Instructions

1. Students can compete in teams from 1 to 4 students.
2. The business idea must be for a seed or start-up venture and must address the entire business concept.
3. In the place of an abstract, your team will submit a 1-page proposal about your new business. This proposal should include:
 - a. A brief description of the business
 - b. An explanation of the problem that the business is attempting to solve and how the product/service can solve it
 - c. An identification of the potential target market and current (or potential) competitors
 - d. An outline of the funding needed to start the business
 - e. A list of the team members and their key roles in the business

Persuasive Elevator Pitch Proposal (Abstract) Rubric

	Levels of Achievement			
Criteria	Above Average	Average	Below Average	Points Awarded
	14 to 20 points	7 to 13 points	0 to 6 points	
Description of proposed business	Description of the business is thorough and clear; provides a good understanding of the product or service and suggests viability	Description of the business is somewhat difficult to understand or is lacking some aspects, leaving significant confusion and uncertainty; viability is uncertain	Description of the business is significantly lacking clarity and multiple aspects are missing, resulting in little or no understanding of the product or service and an inability to determine viability	
Explanation of problem or opportunity	14 to 20 points Clear identification and explanation of problem or opportunity and how the product or service will capitalize on it	7 to 13 points Problem or opportunity is identified but not sufficiently explained; relationship of product or service	0 to 6 points Problem or opportunity is not explained; relationship of product or service with the problem or	

		with problem or opportunity is somewhat unclear	opportunity is not explained	
Explanation of target market	14 to 20 points Target market, including existing or potential competitors, is identified and clearly explained	7 to 13 points Target market and competitors are partially identified and/or insufficiently explained	0 to 6 points Target market and competitors are largely unidentified and not explained	
Funding model	10 to 15 points Funding needed for venture is explained, including a description of sources of existing funding (e.g., own investment)	5 to 9 points Funding needed for venture is only partially explained	0 to 4 points Funding needed for venture is not addressed	
Team members	7 to 10 points Team members and their key roles are clearly identified	4 to 6 points Team members are identified by key roles are not addressed	0 to 3 points Team members and their roles are not addressed	
Fluency and clarity	10 to 15 points Proposal is written in clear, understandable language without errors	5 to 9 points Proposal is mostly clear and understandable with minimal errors	0 to 4 points Proposal has significant fluency and clarity problems with significant errors	