

## 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

Learning Criteria	Exemplary 4	Good 3	Fair 2	Improvement Needed 1
<b>Description of proposed business</b>	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	Description of business is missing
<b>Explanation of problem or opportunity</b>	Clear identification and explanation of problem or opportunity and how the product or service will capitalize on it	Problem or opportunity is identified but not sufficiently explained; relationship of product or service with problem or opportunity is somewhat unclear	Problem or opportunity is not explained; or relationship of product or service with the problem or opportunity is not explained	Explanation of problem or opportunity is missing
<b>Explanation of target market</b>	Target market, including existing or potential competitors, is identified and clearly explained	Target market and competitors are partially identified and/or insufficiently explained	Target market and competitors are largely unidentified and/or not explained	Explanation of target market is missing

<b>Funding model</b>	Funding needed for venture is explained, including a description of sources of existing funding (e.g., own investment)	Funding needed for venture is only partially explained	Funding needed for venture is mentioned but with no description of sources	Funding needed is missing
<b>Team members</b>	Team members and their key roles are clearly identified	Team members are identified but key roles are somewhat addressed	Team members are identified but their roles are not addressed	Team members and their roles are missing
<b>Fluency and clarity</b>	Proposal is written in clear, understandable language without grammatical errors	Proposal is mostly clear and understandable with minimal grammatical errors	Proposal has some fluency and clarity problems with grammatical errors	Proposal has significant fluency and clarity problems with numerous grammatical errors

