

The Next Great Idea Pitch Competition: Student Resources

Use the resources below to prepare your 3-minute pitch presentation and revise the scoring rubric to know exactly how your idea will be evaluated by the judges.



Pitch Guidelines

Follow this pitch guide to organize your pitch.

Part 1: Hook-Get the audience to immediately care about the problem and the need you are about to introduce. [Insert anecdote (story), personal experience, shocking fact, quote, statistic, or user profile introduction to capture their attention].

Part 2: Concept-Highlight the most important and meaningful parts of your idea or research. What's your image idea? What details are most important for the audience to know?

Part 3: Reasons- This is your why- why is it important to solve? What does it mean to have a solution like yours? How is your idea innovative?

Part 4: Closing Statement-This is the last chance to summarize your concept and convince your audience that your idea is the best one. Make it memorable.

Judge's Comment Box

Scoring Rubric

| | (high) 4 | 3 | 2 | 1(low) |
|---|----------|---|---|--------|
| EMPATHY | | | | |
| The solutionary has listened to the actual people experiencing the problem. The pitch clearly shares who the target user is and what their pain points and barriers are. | | | | |
| NOVELTY | | | | |
| The solution is unique from what is already available in the market. The solution clearly stands out and the solutionary shares the competitive advantage their idea has over others. | | | | |
| USEFULNESS | | | | |
| The solution deems useful at solving the target problem or pain point. Evidence is shared that proves it is desired by those experiencing the problem. The solutionary shares the market opportunity available for their idea. | | | | |
| LAUNCH | | | | |
| The solutionary is aware of the next steps to take their idea to market. The idea or concept has been developed enough to consider ways to create traction and identifies potential strategic partners. A call to action is shared. | | | | |
| TOTAL SCORE | | | | |