

Southern University Land-Grant Campus

Food and Agricultural Science (FAS) Pitch Competition



Idea Pitch Competition
Participant Guidelines Packet

Overview

Essentially an Idea Pitch is the act of selling an idea to strangers in the time one would spend riding an elevator with them. This time constraint challenges the individual to present one's self and one's idea in an effective and impressionable manner. The Southern University Land-Grant Camps FAS Pitch Competition is a great opportunity for students to determine if they are able to capture and retain the attention of a possible high-level stakeholder and initiate vital business relationships. A well-executed idea pitch can open the doors to success in future endeavors.

The Southern University Land-Grant Campus FAS Pitch Competition is open to all undergraduate students across the Southern University Campus. Participants must be undergraduate students. **Ideas presented must be centered on the recruitment of new students and One Health across Southern University.** Presentations must be conducted without visual aids. Judges are members from the Land-Grant community who look for the student's ability to convey passion for an idea in a professional manner.

Goals

The FAS Pitch Competition seeks to encourage students to develop their ideas and grow new relationships. The Competition also intends to provide students with a forum to develop skills in pitching their ideas to stakeholders and to receive constructive feedback that will increase the probability of success.

Objectives

1. Create a compelling idea
2. Sell your idea to a stranger in the time it takes to share an elevator ride
3. Present yourself in an effective and impressionable manner
4. Capture and retain the attention of possible investors
5. Persuade judges (potential investors) to go to the next step

Guidelines

1. All contestants must be undergraduate students who are enrolled at the university.
2. Contestants may only compete individually.
3. No props, prototypes, or technology may be used to enhance a pitch. (This includes notes.)
4. The Idea Pitch competition is for students who have played the major role in conceiving the proposed venture.
5. Contestants have 2 minutes to make a pitch; judges have up to 5 minutes to ask questions.
6. Only after contestants have made their pitch will they be allowed to observe other contestant pitches.

Judging	Criteria Score	Comments
<p>Overall Persuasiveness of Message</p> <ul style="list-style-type: none"> • Was a “real” problem or opportunity identified? • Did the idea solve or address the problem or opportunity? • Were you sold on the idea? • Did the idea have potential for success? • Was adequate support given for the ‘why’ behind the idea? • Did valid assumptions and logical reasoning support the idea? 	<p>1 2 3 4 5</p>	
<p>Quality of Speaking</p> <ul style="list-style-type: none"> • Was the message conveyed clearly, loudly, and with excellent diction and grammar? • Was there passion, energy, and optimism? • Was the body posture and presence professional and confident? 	<p>1 2 3 4 5</p>	
<p>Q&A</p> <ul style="list-style-type: none"> • Was the individual poised during questioning? • Did the individual give direct answers to the questions asked? 	<p>1 2 3 4 5</p>	
<p>Overall Conciseness of Message</p> <ul style="list-style-type: none"> • Was the message memorable and engaging? • Were the questions answered with clarity? • Was the information presented in the simplest form possible? • Did the visual (if one used) add to the overall impact of the message? 	<p>1 2 3 4 5</p>	
<p>Total</p>		

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Intent to Pitch Registration Form

Name: _____ Date: _____

Email: _____ Telephone: _____

Program Name: _____

Program Description: _____

How does/will the program generate recruits? _____

How many new recruits will the program generate in an academic year?

What is your marketing strategy? How will you reach your target audience?

How will you make your sale happen? _____

What makes your program or recruiting strategy unique? _____
