



Young Entrepreneurs  
Pitch Challenge

An invitation to all Pitt County middle and high school students to enter their idea for an innovative product or social venture in the

YEP Challenge on Wednesday, Feb. 21, 2018  
Willis Building, 300 E First Street, Greenville, NC

Registration begins at 10:15

Competition is from 11 am to 1pm

***Deadline for pre-registration: Mon., Feb. 5, 2018***

## **Guidelines for Student Participants:**

- 1) Here is a checklist that will be helpful for you to follow as you prepare your presentation (verbal pitch and presentation board):
  - I have spent time to research my product.
    - Does my product exist in some form? Yes No
    - I have proof that my product is different from any other product. \_\_\_\_\_  
(teacher's signature)
    - I have proof that my product is an improvement over what exists or is better than any other product.
  - I have a visual and it includes:
    - Information System (Show off!)
      - Tri-fold board
    - Typed Information
      - Large size standard font (such as Ariel or Times New Roman) for Headers
      - 18 pt or larger Standard font (such as Ariel or Times New Roman) for body paragraphs or bulleted lists
    - Photos /diagrams of my product (How does it work? How do I use it?)
    - A summary of our product (bullet points - big font)
      - Identify the problem & solution provided by your idea
      - Clearly identify the competition to your idea/solution that exists
      - Demonstrate how your idea/product differs from what is currently available
      - Explain why the customer would want/need this idea
      - Identify the next steps needed to further develop their idea
    - My name or My Team's Name
  - I have a prototype
  - I have notecards with SIMPLE sentences describing each part of what I need to say
    - I have practiced my 'speech' at least 5 times and in front of people
    - I am prepared ( I have practiced) answering questions about my product out loud and with a partner
  - I invited my parents

***See other side for judging rubric.***

2) Here is the rubric judges will use on the day of the YEP Challenge:

Did the student...	Scoring Scale: Low <span style="float: right;">High</span>
Clearly explain their idea by identifying the problem & their solution?	0.....1.....2.....3.....4.....5
Clearly identify the existing competition to their product/idea?	0.....1.....2.....3.....4.....5
Demonstrate how their idea/product differs from what is currently available?	0.....1.....2.....3.....4.....5
Subtotal	
Did the student ...	Scoring Scale: Low <span style="float: right;">High</span>
Why the customer would want this product/idea?	0.....1.....2.....3.....4.....5
Explain what their next steps would be to move their idea forward?	0.....1.....2.....3.....4.....5
Display professionalism during their presentation?	0.....1.....2.....3.....4.....5
Subtotal	
<b>Total Points</b>	
Comments:	

### **The Challenge Round:**

***Top two finalists from each division (middle school and high school) will move into the Challenge Round and are required to do a VERBAL pitch to the judges and audience. Students should prepare a 2 ½ minute pitch summarizing their presentation. The same rubric will be used to judge the verbal pitch as the trade show presentations. A person will time the presentations, giving the student a 30-second warning and a STOP Time will be called at 3 minutes.***