



User's Guide



E+I

THE CENTER FOR

Entrepreneurship + Innovation

AT GROVE CITY COLLEGE

Competition Overview

The Grove City College Elevator Pitch Competition affords all students the opportunity to pitch their new venture ideas to a panel of judges, offering cash prizes in two categories – Commercial Enterprise and Social Enterprise. The competition is open to students planning to enter the Business Plan Competition as well as other students who wish to enter. The competition is open to students from all majors. For team ventures, all members must be present, and one student will deliver the pitch. If registering as a team, only one student from the team should complete the official "GCC Elevator Pitch Application Form," but each teammate and his/her contact information should be listed. It is free to enter the competition. The Center for Entrepreneurship + Innovation (E+I) coordinates the competition.

The “elevator” pitch is a frequently used term, which literally means “tell me about your new venture within the time it would take to ride up an elevator.” The goal of the Elevator Pitch Competition is to teach students to communicate effectively and allow their charisma and positive characteristics to shine through in just a short pitch. The Elevator Pitch Competition demonstrates the networking and presentation skills essential to any entrepreneur or business professional. Please note that ideas may be at any stage of development from creation of concepts or ideas to an established venture.

This competition allows you the opportunity to:

- Hone your presentation skills
- Build confidence as you present your Commercial or Social Enterprise idea in a positive atmosphere
- Win cash prizes
- Possibly prepare/vet your idea for VentureLab and the Wolverine Venture Battle



Two Categories:

- **Commercial Enterprise:** A commercial enterprise is a venture that is undertaken primarily for the financial gain of its owners.
- **Social Enterprise:** A social enterprise is a venture that is undertaken primarily for the purpose of benefiting society.

YOUR
FUTURE





Tips and
Advice

The Pitch:

Questions to Consider

- What is the problem? Tell us a story – paint a picture.
- What is your solution?
- What is your organization's name, and who are you?
- Why you?
- What is it like/similar to?
- How is it different from the competition?
- How are you going to make money? (Social = become sustainable)
- How can you expand in the future?



Pitch Guidelines

The purpose of the elevator pitch is to quickly get the potential investors' attention to let them know what you have and what you are offering. Leave them wanting to know more!

- Distribution of samples is prohibited!
- Prototype by special request only!
- No audio-visual equipment use permitted. No Power Point, transparencies, slides or audio assistance are allowed. You would not have this available in an elevator, so it is not available for the competition.

Don't Forget...

- Introduce yourself
- Smile & make eye contact
- Show your passion
- Use tone, volume, and pace for emphasis
- Thank the judges before exiting.
- **Dress code:** Business Casual
- **Practice, practice, practice!**





Common Mistakes

- Pitch is too long...practice!
- Too technical and/or use of jargon
- No clear purpose or direction
- Missing key information
- Boring and/or dispassionate

Qualifying Round

Schedules + Presentations

- Once the registrations are in, you will be contacted with instructions regarding how to sign up for time slots.
- If you're in a class requiring your participation, you will have the opportunity to sign up for a time slot in class.
- If you do not sign up yourself, a time slot will be assigned to you.
- Complete schedule will be emailed to all registrants.

Qualifying Round Logistics

- The clock starts when you begin speaking and ends with a hard stop from timekeeper at two (2) minutes (with a 30 second warning from the timekeeper).
- When you are finished, you should thank the judges and exit the competition room.
- That's it! You're done!
- Judges are **NOT** permitted to make comments or ask questions.

Qualifying Round Logistics

- The next competitor will enter the room and wait for the timekeeper's signal to begin.
- During the one (1) minute between presentations, the judges will be making notes and scoring your presentation.
- Finalists (amount to be determined by number of entries) will be announced via email and Facebook.

Final Round

Schedules + Presentations

- The presentation schedule for the Finals will be set by E+I and will be emailed to you.
- If you have a special request regarding your time slot, please contact Ms. Stillwaggon.
- Complete schedule will be emailed to all.

Final Round Logistics

(Sticht Lecture Hall)

- The clock starts when you begin speaking and ends with a hard stop at two (2) minutes (with a 30 second warning from the timekeeper).
- You should thank the judges and exit the competition room. That's it. You're done!
- Judges will not be permitted to make comments or ask questions.
- The next competitor will enter the stage and wait for the timekeeper's signal to begin.

Final Round Logistics

(Sticht Lecture Hall)

- During the one (1) minute between presentations, the judges will be making notes and scoring your presentation.
- After the presentations, refreshments will be served in the Atrium.
- Winners will be announced as soon as the judges make their decision.
- The competition is open to the public. Please invite your friends and family!

Judges + Scoring

- The Qualifying Round judging panel will most likely consist of Grove City College faculty.
- The Final Round judging panel will most likely consist of entrepreneurs and other business professionals.
- The judges will assess the quality and delivery of the pitch.
- Judges' score sheet is available on the website.
- All decisions of the judging panel are final.

Prize Money:

The Stakes

(Prizes for 2019 will be determined after registration closes, but will be similar to those awarded last year.)



2018 Commercial Enterprise

1st \$500

2nd \$400

3rd \$300

4th \$200

2018 Social Enterprise

1st \$500

2nd \$400

3rd \$300

Prizes: The Fine Print

- All cash prizes are taxable. Please note – no taxes will be withheld from the award money. Winners are personally responsible for any tax liabilities incurred in the acceptance of this prize. Payment of taxes on the cash awards are in addition to any other financial withholdings that may be applied in accordance with various terms and conditions associated with the acceptance of student financial aid.
- Students are encouraged to seek further information or clarification regarding any such withholdings from the Office of Financial Aid.

Questions?



Contact Ms. Lynn Stillwaggon

lastillwaggon@gcc.edu

updated 9.18.19