



USER'S GUIDE



Competition Overview

The Grove City College Elevator Pitch Competition (EPC) affords all students the opportunity to pitch their new venture ideas to a panel of judges, offering cash prizes in two categories—Commercial and Social Enterprise. The competition is open to students from **ALL MAJORS**. It is free to enter 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 EPC is to teach students to communicate effectively and allow their charisma and positive characteristics to shine through in just a short pitch. The EPC 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 in a positive atmosphere.
- Win cash prizes.
- Possibly prepare/vet your idea for VentureLab and/or 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.

The Pitch:

Items to consider and include in your pitch:

- 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?
- Commercial: How are you going to make money?
- Social: How are you going to 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. Give them the important information but leave them intrigued and wanting more!

- Open to current Grove City College students
- Free to enter
- Students may register as an **individual** or a **team** (up to four team members). Only one person from a team should register. The student who registers will be the team lead. The team lead should be the student who appears in both the video recording (Round 2) and the final pitch (Round 3).

Pitch Guidelines (cont.):

- Any changes to the information provided in the original registration form should be emailed to Ms. Stillwaggon ASAP.
- Distribution of samples is prohibited!
- Prototype by special request only!
- No audio-visual equipment use permitted. No PowerPoint, transparencies, slides, background sound/music, or audio assistance are allowed. You would not have this available in an elevator, so it is not available for the competition.

When delivering your pitch:

- Introduce yourself
- Smile & look into the camera
- Show your passion
- Use tone, volume, and pace for emphasis
- Thank the judges before exiting
- **Recommended Dress code:** Business Casual or attire that suits your pitch
- **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

Round 1

Registration

- Register online @ gccentrepreneurship.com → *Competitions* → *EPC*
- Registration form:
 - Basic information (name, major, ID#, etc.)
 - Commercial or Social enterprise?
 - The name of your enterprise
 - A short description of your idea

Round 2

Submission of Video

- Videos will be viewed by **Reviewers** (GCC alumni, faculty, staff, administration, and/or business professionals).
- **Reviewers** will evaluate and score the presentations according to the commercial or social enterprise rubric (see webpage).
- The EPC Review Panel will determine the number of Finalists based on the total number of student entries in the competition and ratio of entries in each category.
- Finalists will be notified via email, and their names will be announced on the webpage and in social media.
- To advance in the competition, Finalists will be required to commit to appearing in the VIRTUAL Live Event. In the event a student wishes to withdraw from the competition, a replacement will be chosen by the EPC Review Panel according to the scores.
- Feedback will be provided to the finalists in order to guide them as to how they should proceed to strengthen their pitch in the final round.

Video Submission Guidelines

- Video should be no longer than two minutes.
- If part of a team, only one team member may appear in the video.
- The presenter in the video must be a registered participant in the competition.
- Speak clearly.
- Light your shot appropriately.
- Videos do not need to be professionally recorded or edited.
- Once you have a recording you are comfortable with, ask friends or family to review it and give you feedback. Re-record the video if necessary.

Round 3

Livestream VIRTUAL Pitch

- Twenty-four FINALISTS will pitch their Commercial or Social Enterprise idea to a panel of judges in a LIVE VIRTUAL presentation.
- Pitches should be no longer than 2 minutes. If a pitch goes beyond 2 minutes, the timekeeper will say “Stop!”
- The student presenting in the Round 3 presentation MUST be the same student from the Round 2 video.
- Judges will not be permitted to ask questions.
- Announcement of all winners will take place during the live virtual event.
- EVERYONE is invited to attend (registration required). Invite your family and friends!

And finally...

- The webpage contains important information:
 - Dates + Deadlines
 - Prizes
 - Judges' photos + bios
 - Judging rubrics
- Check the [webpage](#) often for updates!
- Questions? Ms. Lynn Stillwaggon 724-450-1544