

## CEO Elevator Pitch Objectives, Format and Scoring

### Objectives

1. Create an opportunity for students to present their business venture or idea in an environment that promotes new venture creation and the spirit of entrepreneurship.
2. Award students on the merits of presenting their idea with cash prizes and certificates of participation.
3. Give students a chance to showcase their talent and passion for entrepreneurship

### Format

The competition will be comprised of a prescreening process prior to the CEO<sup>SM</sup> conference, four (4) **Competition Rounds**, (1) **Elimination Round** and the **Final Round** session at the CEO Conference.

1. Selected applicants from the prescreening process will be invited to participate in one of four (4) **Competition Rounds**.
2. Up to 10 registered individuals or teams will compete in each **Competition Round**
3. The top three (3) chosen from each **Competition Round** will move to the **Elimination Round** session.
4. The top six (6) chosen from the **Elimination Round** will move to the **Final Round** session.
5. The top three (3) winners from the **Final Round** session will be announced at the Friday evening Award's Dinner.

### Scoring System

#### Content

- Clearly identified self
- Clearly stated company name
- Clearly identified role or position in company
- Clearly stated company mission
- Clearly identified market niche
- Clearly stated competitors
- Clearly stated competitive advantages
- Clearly stated purpose of request
- Clearly stated financial request
- Clearly stated contact information

#### Delivery

- Did not exceed 90 seconds
- Prepared vs. gaps in content
- Good posture vs. slouching appearance
- Good movement vs. frozen in space
- Good eye contact vs. staring at floor or ceiling
- Good voice projection vs. listener straining to hear
- Good enunciation vs. listener trying to decipher words
- Confident vs. confusing delivery or backtracking
- Convincing vs. weak persuasive arguments
- Creative vs. template delivery

5 points per checked box.

\*Deduct 25 points for not stating required content within one minute.