Guidelines for Idea Pitch Competition

1. Your idea pitch could be based around an entirely new idea, device, or process or it could involve a creative and innovative way to use something that has already been developed.

2. Your idea pitch may not involve illegal or inappropriate activities. The idea pitch must be in accordance with Title IX University guidelines for student conduct. https://www.mtu.edu/conduct/policies/student-conduct/

3. You will have a two minute time limit to pitch your idea.

4. You may choose whether to use a visual aid such as a PowerPoint slide, a sketch on the document camera, etc., or you may choose to just pitch your idea.

5. Feedback will be held to one minute. Judges may ask one question or provide helpful feedback to each pitch contestant.

Key points to address:

- What is your idea? What problem does it solve?
- Who cares about your idea?
- Why is your idea important?
- What is the scope and impact your idea will have for the world? For example; does it make life easier for someone or does it solve a social or environmental problem?

Helpful hints for a great pitch:

- Focus on benefits and value versus how the technology will work.
- Avoid generic statements that “everyone” will love or spend money for your idea.
- Avoid limited thinking to one particular product or intended user. (A one trick pony.) Consider broader applications and groups of users.
- Avoid statements around patents, investors, and financing. Idea pitches are too early for these topics to be covered sufficiently.
- Focus on the value proposition for stakeholders and end-users rather than on the return on investment or personal financial gains.