**DECA PROMOTIONAL PITCH EVENT**

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Register online at http://www.georgianationalfair.com/youth-educational-exhibits/

by **September 21, 2016**.

**DIVISION 60401 DECA Promotional Pitch Event**

**CLASS 01 DECA Promotional Pitch Event**

**A copy of the online registration confirmation will be required to check in for competition**

**This is an individual event and should be entered in the individual's name (ex. Bobby Smith).**

**GUIDELINES:**

1. Entries are limited to one individual student per chapter

2. Students must present an exciting and innovation business idea. It is purely a "pitch" with nothing but the value of the idea and the presentation skills to support it.

3. Order of competition will be pre-assigned on a random selection basis. Competitors shall report to the Heritage Hall Stage at 12:50pm to sign in. Competition will begin at 1pm.

4. Competitors may use 3x5 index cards only for brief outline/key ideas as well as props that will fit on a 6 ft table. A sample of the product is preferred but not required.

5. The presentation shall be a maximum of three (3) minutes in length. The timekeeper shall give a 1 minute warning. The competitor will be stopped when the three minutes are up.

6. A microphone will be provided and the competition is open to spectators.

7. Competitors must be dressed appropriately and professionally.

**EVALUATION:**

Innovative Idea (45 points)- A completely new idea with compelling potential will do well, even if the proposed details of its execution seem doubtful.

Proof of Market (30 points)- Each pitch should identify a profitable group of people with a unique need that the business would address

Demonstration of Competitive Advantage (25 points)- Once the market is identified, if it is truly viable, it will probably already have businesses competing directly or indirectly for it. Each pitch should acknowledge these competitors and explain what would set its own company apart. If there are no competitors, the pitch should explain why the market is empty and how they can viably enter it.