

DECA PROMOTIONAL PITCH EVENT

Shannon Aaron, Coordinator
770-630-3967 • georgiadeca@gmail.com

THIS IS AN INDIVIDUAL EVENT AND MUST BE ENTERED IN THE INDIVIDUAL'S NAME (EXAMPLE: Bobby Smith).

Enter online at www.GeorgiaNationalFair.com
(<http://www.georgianationalfair.com/youth-educational-exhibits/>) by September 19, 2018.

WHEN: Friday, October 12

CHECK-IN: 12:20 PM

WHERE: Heritage Hall Stage *Contest begins:* 12:30 PM

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.

CONTEST RULES:

1. **All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at georgiadeca@gmail.com or contests@gnfa.com. Please help us prevent entry disqualifications.**
2. Entries are limited to one individual student per chapter.
3. Students must present an exciting and innovative business idea. It is purely a "pitch" with nothing but the value of the idea and the presentation skills to support it.
4. Order of competition will be pre-assigned on a random selection basis. Competitors shall report to the Heritage Hall Stage Area at 12:20 PM to sign in. Competition will begin at 12:30 PM
5. Competitors may use 3" x 5" index cards for brief outline/key ideas, as well as props. A sample of the product is preferred, but not required.
6. 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.
7. A microphone will be provided and the competition is open to spectators.
8. Competitors must be dressed appropriately and professionally.
9. Individual competitors from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage.

EVALUATION:

1. **Innovative Idea (45 points)**- A completely new idea with compelling potential will do well, even if the proposed details of its execution seem doubtful.
2. **Proof of Market (30 points)**- Each pitch must identify a profitable group of people with a unique need that the business would address
3. **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 must acknowledge these competitors and explain what would set its own company apart. If there are no competitors, the pitch must explain why the market is empty and how they can viably enter it.