**Middle School Promotional Pitch**

**Purpose:** To help students creative innovative ideas and to pitch them to a viable market. Ideas must address a specific need in order to be profitable to a group of people.

**Procedures:** Competition will be conducted at the state conference.

**Specifics:** 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. Students may use 3”x5” index cards for brief outline/key ideas, as well as props. A sample of the product is preferred, but not required. Absolutely no food is allowed.

**Judging:** Students are rated on such factors as innovative ideas, proof of market, and demonstration of competitive advantage.

* This is a team (1 to 3 participants) event, entries shall be limited to three participants from each chapter.
* Judges should break all ties. If judges do not break the tie, the participant receiving the most points for the actual pitch will become the finalist.

**Promotional Pitch**

**Rating Sheet**

**Participants Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Evaluation Criteria** | **Points Possible**  **Superior Excellent Good Fair Poor** | | **Points Awarded** |
| **Content** |  |  | |
| Innovative Idea (Potential to do well even if proposed details seem doubtful) | **20 16 12 8 4** |  | |
| Competitive Advantage (acknowledge competitors and explain what sets them apart or if no competitors explain how to enter market.) | **20 16 12 8 4** |  | |
| Proof of Market (Identify a profitable group of people) | **10 8 6 4 2** |  | |
| **Organization** |  |  | |
| Opening | **10 8 6 4 2** |  | |
| Closing | **10 8 6 4 2** |  | |
| Cohesion of Pitch | **10 8 6 4 2** |  | |
| **Delivery** |  |  | |
| Voice, (pitch, tempo, quality) | **5 4 3 2 1** |  | |
| Stage Presence (appearance, poise, posture, eye contact) | **5 4 3 2 1** |  | |
| Diction (choice of words, correctness, clearness, and effectiveness) | **5 4 3 2 1** |  | |
| Pronunciation (act or manner of uttering officially) | **5 4 3 2 1** |  | |
| **TOTAL POINTS** | **100 80 60 40 20** |  | |