



THE
FOX CONNECTION
For Creative Entrepreneurship

The Pitch Competition

Eligibility Requirements and Judging Criteria

Student enrollment: Teams will be selected by their respective college/university from each participating university to compete in The Pitch. The presenting team members must be current matriculated (earning credit toward a degree or certificate) students (including graduate students), who are enrolled in classes in the current academic year.

Type of company: Students should pitch business models for highly scalable, high impact ventures.

Participation: Teams are not eligible if their venture has earned more than \$50,000 in revenues and awards (contest winnings of cash and in-kind prizes).

Venture owners: The ownership makeup of ventures eligible for The Pitch is restricted to current students, spouses of current students, and college graduates who have completed degrees within the past 15 months of this contest.

Intellectual Property: Participants should own their intellectual property rights. If the university or some other entity owns the patent or the research the business model is based on, the students need to explain in the pitch how they intend to acquire sufficient rights to the intellectual property to conduct business.

Presentation: Student teams are given four minutes to pitch, followed by two minutes of questions from the judges.

Judging Criteria (see the “Judge’s Scorecard” for details):

The following criteria will be used in evaluating the pitches:

- problem, customer, and market
- unique value proposition and solution
- marketing and growth strategy
- qualities of the individual and/or team
- economics of the business model
- quality of the presentation

Students should be able to answer the following questions:

1. What problem are you trying to solve? What is your unique insight?
2. How big is the problem or opportunity? Talk about addressable market size. Who is your customer?
3. What is the value proposition for the customer? What is your solution to the problem?
4. Who are your competitors, and why is your solution better? What is your unfair advantage?
5. What is your business model? How will you make money? What are your revenue stream(s)? Marketing and distribution strategy? How will you reach your customer?
6. Who is on your team? Describe roles, relevant experiences, as well as key advisors you have or will need.
7. Current traction – can you show demonstrated interest and/or do you have existing revenue? What have you learned or validated, and what progress have you made?
8. What do you seek from investors? What is your plan moving forward, including targets for the next 6-12 months?