



Student Pitch Competition Instructions

Eligibility

- Students in grades 9 through 12 throughout the 2023-2024 school year
- Students must be a resident of Lewis County or enrolled in a Lewis County School District
- Students can be enrolled in public, private or home school in Lewis County, NY.

Application

- Applicants must submit the following items:
 - Business Plan:
 - Develop a unique business plan that supports your business, product or service concept. The business plan must demonstrate a solution to a problem or offer a unique product or service.
 - The business plan should be focused in Lewis County
 - The business plan must include financial projections
 - Pitch Video
 - 3-to-5 minutes long
 - Pitch can be submitted as an individual or as a team (up to 4 individuals)
- Applications must be submitted through the Application Portal found on the program webpage.
- Videos and Business Plans will be reviewed and scored by a committee to determine a winner.

Evaluation

- A committee of business professionals and entrepreneurs will review and score applications (video & business plans) based on the following evaluation criteria:
 - Clarity of Idea
 - Creativity and Innovation
 - Feasibility and Viability
 - Revenue Model and Sustainability
 - Presentation and Communication Skills
 - Overall Impact and Potential
- The committee will score each application with the attached scoring matrix.
- The applicant with the highest score will receive an award.

Evaluation Rubric

Clarity of Idea (5 points):					
Is the main idea or concept clearly articulated and easy to understand Does the pitch effectively communicate the problem the idea addresses?	5 Points: Exceptional	4 Points: Very Clear	3 Points: Clear	2 Points: Somewhat Clear	1 Point: Not Clear
Creativity and Innovation (5 points):					
Does the idea demonstrate originality and creativity? Does it bring a new perspective or solution to an existing problem?	5 Points: Highly Creative and Innovative	4 Points: Very Creative and Innovative	3 Points: Moderately Creative and Innovative	2 Points: Slightly Creative and Innovative	1 Point: Not Creative or Innovative
Market Research and Target Audience (5 points):					
Has the student conducted thorough market research to identify the target audience? Is there a clear understanding of the potential market size and demand for the idea?	5 Points: Exceptional Market Research	4 Points: Very Good Market Research	3 Points: Adequate Market Research	2 Points: Limited Market Research	1 Point: Inadequate Market Research
Feasibility and Viability (5 points):					
Is the idea realistic and feasible to implement? Are there any technical, financial, or logistical challenges that have been considered?	5 Points: Highly Feasible and Viable	4 Points: Very Feasible and Viable	3 Points: Moderately Feasible and Viable	2 Points: Slightly Feasible and Viable	1 Point: Not Feasible or Viable
Revenue Model and Sustainability (5 points):					
Is there a clear plan for generating revenue or sustaining the idea? Does the pitch address long-term viability and growth potential?	5 Points: Highly Sustainable and Lucrative Revenue Model	4 Points: Very Sustainable and Lucrative Revenue Model	3 Points: Moderately Sustainable and Lucrative Revenue Model	2 Points: Somewhat Sustainable Revenue Model	1 Point: Not Sustainable Revenue Model
Presentation and Communication Skills (5 points):					
Was the pitch delivered confidently and persuasively? Did the pitch stay within the specified time limit of 5 minutes? Were visual aids (if any) used effectively to enhance the presentation?	5 Points: Exceptional Presentation and Communication Skills	4 Points: Very Good Presentation and Communication Skills	3 Points: Adequate Presentation and Communication Skills	2 Points: Limited Presentation and Communication Skills	1 Point: Poor Presentation and Communication Skills
Overall Impact and Potential (5 points):					
Does the idea have the potential to make a significant impact on the target market or community? Can it lead to positive social, economic, or environmental outcomes?	5 Points: Exceptional Impact and Potential	4 Points: Very Good Impact and Potential	3 Points: Moderate Impact and Potential	2 Points: Limited Impact and Potential	1 Point: Minimal or No Impact and Potential