2017 ILO Working Group Guidelines for the ERC Students’ **“Perfect Pitch”** Competition

Goals of the competition:

* Stimulate a culture of innovation and entrepreneurship
* Emphasize the value of the Perfect Pitch speech
* Cross-pollinate student entrepreneurial experiences between centers
* Teach students to be concise and persuasive
* Stress importance of oral communication and public speaking
* Stimulate good performance under pressure
* Stimulate students to think about the bigger picture and application areas
* Empower students to lead.

General framework for the competition:

* Each ERC —
  + Offers the Pitch Perfect Competition to all students who are associated with the ERC.
  + Runs its own Perfect Pitch Competition to select ONE contestant to compete in the Finals at the ERC Annual meeting.
  + Submits the name of ONE finalist contestant to compete in the ERC-wide Perfect Pitch contest at the Annual Meeting. The names are submitted by the ILO at the for the Perfect Pitch Competition submissions web-link provided to him/her.
  + ERC Perfect Pitch ERC-wide contest rules are:
    - 90-second pitch duration
    - 1 slide used for the pitch
* Finalists from all the centers will compete during ERC Annual Meeting.
* Judges will complete their scoring immediately after each contestant delivers their pitch.
* Judges will convene a process to select the winner during the same day as the contest.
* The winner(s) will be announced during a final plenary session at the Annual Meeting.

Judging criteria:

Contestants in the ERC-wide contest will be expected to adhere to the judging criteria outlined below:

* Pitch a problem or opportunity connected with the ERC strategic vision in a clear, compelling manner in 90 seconds
* The pitch will cover the:
  + Problem/Opportunity: What is the real-life problem that the innovation will address?
  + Proposed Solution: How does the proposed approach solve it in a unique way?
  + Impact: What will be the impact of this work if successful?

See 2017 Perfect Pitch Slide Deck.pptx Slides #1-2

* Contestants will be judged on the following:
  + Compelling statement of the problem
  + Proposed solution
  + Broader impact of technology
  + Fit within the ERC mission (for local competitions only)
  + Call to action
    - Such as: request for funding/investment, invitation to further discussion (e.g.- next meeting), encouragement of behavioral change, etc.
  + Visual design of slide
  + Poise/style

See 2017 Perfect Pitch Slide Deck.pptx Slide #3

Suggested composition of judging team for ERC-wide contest:

* 5 to 7 judges —
  + one to two nonprofit executives or academics with entrepreneurship experience
  + two to three industry people
  + two to three VCs

Two classes of prizes:

1. Trophy goes to the home ERC of the first place winner, to reside at that institution and be returned to NSF in time for the next ERC annual meeting.
2. Cash prizes to student winners:
   * + $5K for 1st prize
     + $2K for 2nd prize
     + $1K for 3rd prize