

PITCHPERFECT

2018 Idea Pitching Competition

PitchPerfect is a pitching competition that gives CIT-U innovators the opportunity to hone their presentation skills, build confidence and present their ideas in a limited time to an audience for the opportunity to win prizes. The Competition is intended as a vehicle to encourage students not only to develop their communication skills but also to test an idea in a competitive environment.

PitchPerfect is a quick way of putting across the fundamental elements of a

- *business in development* (product),
- *CIT-based project* (beneficial to the CIT-U community),
- *applied research project* (research projects, thesis, or course project), and
- *social innovation* (beneficial to the general public)

Who can join

- The competition is open to all CIT-U college students currently enrolled this semester. Anyone who wants to validate an idea to a panel of judges for the purposes of receiving feedback and a prize may register.
- The number of team members for a single pitch is limited to 3 to 5 persons only.
- Each team pitching may enter one idea or concept.
- Participants should not join more than one team.
- Students involved in the organizing committee are not allowed to join.

How to join

- Registration forms and templates are available at the college Dean's office or can be emailed to you by writing a letter of intent to join the competition, address it to the PitchPerfect Organizing Committee and send it to pitchperfect.citu@gmail.com.
- Slides (PPT format) and registration form (DOC format) must sent to pitchperfect.citu@gmail.com on or before August 18, 2018 @ exactly 11:59 PM.
- Final round qualifiers will be announced on August 20, 2018.

How to qualify

- The proposed idea should not violate any intellectual property rights as far as you are aware.
- A pitch should be entered once and must be the original work of the individual or team pitching it. Any participant pitching others' ideas without appropriate consent will be immediately disqualified.
- Individuals or teams must disclose any funding received or commercialization of the product/service at the time of registration.
- Ideas and concepts deemed by the PitchPerfect Organizing Committee to be fake, insincere, offensive, immoral, or unethical may be screened and disqualified.
- The PitchPerfect Organizing Committee has the sole discretion to disqualify and/or remove any individual or teams for any reason that it deems appropriate before and/or during the pitch competition for violation of the rules.

What are the mechanics

1. Elimination Round

- The Organizing Committee will select the top twenty (24) ideas, which will be selected from the pool of registrants. Applicants will be notified a week before the competition. If you are not selected to pitch, you are still encouraged to attend the event and grab the opportunity to network and learn.
- Entries will be grouped based on the following idea categories: **BUSINESS, CIT-BASED, APPLIED RESEARCH, and SOCIAL INNOVATION.**
- There will be six (6) competing teams in each category.
- Each team will submit a 2X4 feet poster (no design no tarp)
- Each team will also submit a 3 minute video containing the following details:
 - NOT more than 3-minute in length.
 - MUST NOT mention name of school, team members or presenter
 - MUST follow the recommended presentation flow using the guide questions:
 - What is the problem you are trying to solve?
 - How will you solve it?
 - Is there an existing similar solution? If yes, how will you solve it differently?
 - Who and how big is your target market (user)
 - Mention validated statistics (if any)
 - (If applicable) How will you make money with your application?
 - (If applicable) What is your business model?
 - Video entries should be uploaded in YouTube (www.youtube.com), and must be tagged as unlisted. Only the entrant and authorized PitchPerfect personnel shall have the link to access the video
- Posters should be submitted on or before August 22, 2018 @ 11:59 PM

- Three-minute video should be submitted on or before August 23, 2018 @ 11:59 PM.

2. Idea Roadshow Round

- This round will be divided into four flights of six teams.
- Each team is given a space/booth at the CIT-U Auditorium to pitch their idea informally to non participants before the formal competition starts. Teams may use posters and slides to showcase their entry.
- Giving of printed materials or tokens to the audience are NOT allowed.
- A team of judges will go around each booth to ask questions. Each team member is expected to answer any question related to the idea/product/project.
- Contestants are expected to behave respectfully.
- Entries in this round will be judged according to:
 - Value Proposition
 - How is the product/service/project going to add value for customers/users?
 - Overall attractiveness of the opportunity
 - Market Potential
 - What specific problem are you solving and how many people have the same problem?
 - Who will be buying/using the product/service or beneficiaries of the project?
 - How big is the target market/users/beneficiaries?
 - Differentiation
 - How is the product or service different from existing competition?
 - What is the competitive advantage? (intellectual property assets, algorithm, unique service model, etc.)
 - Technical Viability
 - What kind of technology is involved? Is it readily available?
 - What are the hardest technology problems you are solving?
 - Customer Validation
 - How many iterations of customer validation have you done?
 - What insights have you gathered based on your customer validation
- An audience favorite will also be chosen from this round.
- Top three teams will be chosen from each category and will move to the final round.

3. Final Round

- In this round, a team member from each team is given three minutes (3) to present the idea/product/project to a panel of judges. Pitches will be hard stopped at the 3 minute mark. Time begins when the presenter begins speaking.
- Contestants should consider the overall presentation including **content**, **delivery**, and **audience impact**.
- Presenters will be scheduled to present in random order.

- Presenter must be physically present and give the pitch live, in person. Pre-recorded pitches are not allowed.
- Only the pitching individual or the pitching members of a team may pitch to the panel of judges or answer questions from the judges and/or audience.
- Feedback will be provided to each participating team. An extra 2 minutes is allotted for Q&A.
- Props or visual aids of any kind may be used during the presentation.
- There will be no guarantees of confidentiality; presenters are encouraged to avoid speaking about topics or items that should remain confidential.
- Decisions of the judges are final and may not be appealed. Scores will not be made public.

How much can you win

- 4 Category Winners (PhP 2,000.00 / team winner)
- Audience Favorite Award (PhP 1,500.00)
- Best Presenter (PhP 1,500.00)
- A chance to become an official entry to bigger competitions outside of the university (Smart Sweep, Philippine Startup Challenge, etc.)

How to win the final round

CRITERIA (NS – not specified; 1 – lowest; 5 – highest)	NS	1	2	3	4	5
Marketability/Impact/Relevance (30%)						
A product/project/service is identified						
Opportunity (target market or beneficiary of service, size and attractiveness, customer/user identification)						
Value proposition (solution, differentiation, profitability)						
Viability (20%)						
Product can be implemented with existing technology						
Proponent(s) has the technical expertise to implement the system/product/service						
Prototype can be finished in due time.						
Novelty (30%)						
Product is brilliant (new idea/solution, innovation)						
Product is beneficial to humanity.						
Substantial research about the product/technology was done.						
Delivery (20%)						
Good command of English Language						
Confidence (prepared and knows what he/she is talking about)						
Presentation (body language/charisma, clarity, articulation, passion)						

Why would intellectual property and confidentiality matter

Ideas have little value. Only when they are built into real companies or turned into issued patents is any real value realizable. This competition is about building ideas into opportunities - the very first step on the way to possibly building any value. It is customary in these early stages that there is no real intellectual property with any value, unless one of the team members already has at least filed for patents. Investors, in any case, do not sign confidentiality agreements, and entrepreneurs must learn that trust is more important than legal documents. It is more important to build a team with people that you trust and to rely on the integrity of the judges to respect your ideas. In any case you should only disclose information with which you are comfortable. At this stage, it is not necessary to explain exactly how you do something that might give away "secrets", but to focus on the size of the opportunity and how you are going to take advantage of it.

Confidentiality is not guaranteed in any way. Do not include confidential material in your submissions. There is no way for PitchPerfect or its Organizers to enforce a prohibition of other competitors, audience members, or judges who see and hear a pitch competitor's materials from sharing the idea and/or materials.

Non Disclosure Agreements (NDAs) between a competitor and the judges and/or audience members will not be required or allowed.

Sharing your idea or concept may be deemed a public disclosure, so if you are interested in filing a patent, you may need to consult with a patent attorney before entering the competition.

PitchPerfect or its Organizers are not responsible for any confidentiality issues that may occur during the course of the competition and will not be involved in any way with disputes arising therefrom.

PitchPerfect or its Organizers may take photographs and/or video of any materials used or made available by pitching individuals or teams during the competition for public relations purposes. Any content presented by a competitor should be considered public knowledge.

Competitors may exclude any proprietary information or materials that the competitor feels is at risk of disclosure.

What to do during the pitch

- The objective of the pitch is to simply define the idea or concept by explaining a product, service, or value proposition in short duration of time.
- Pitch competition is not a "sales pitch." Although, the judges want to see passion and energy from the entrepreneur(s) pitching, please DO NOT try to "sell" the product or service to judges. Judges are not thinking about buying the product or service, but understand the value proposition of the idea or concept.
- Introduce or open the pitch with an interesting question or statement that spikes the interest of the judges and the audience. Follow the introduction by showing

how the question or statement relates to the product or service. Keep the audience's attention alive. If there is no observable passion about the idea or concept, chances are the judges or the audience will not have passion for it either.

- Remember, the pitch is simple summary of the idea or concept, i.e. the product or service, and how it addresses pain points in the market. Within the time limit, it should cover the essential elements
- Time is a scarce resource use it wisely.

DISCLAIMERS

PITCHPERFECT AND ITS ORGANIZING COMMITTEE RESERVE THE RIGHT TO DISQUALIFY ANY ENTRY IN ITS' JUDGEMENT THAT VIOLATES THE RULES OF THE COMPETITION OR IS NOT ALIGNED WITH THE PURPOSE OF THE COMPETITION.

PITCHPERFECT AND ITS ORGANIZING COMMITTEE ASSUME NO RESPONSIBILITY TO ENSURE THE CONFIDENTIALITY OF ANY INFORMATION DISCLOSED DURING THE COMPETITION.

PITCHPERFECT AND ITS ORGANIZING COMMITTEE RESERVE THE RIGHT TO UPDATE THE COMPETITION RULES AT ANY TIME. PARTICIPANTS WILL BE NOTIFIED OF ANY MODIFICATION TO THE GUIDELINES. HOWEVER IT IS THE RESPONSIBILITY OF THE PARTICIPANTS TO STAY CURRENT WITH THE RULES AND REGULATIONS. TEAMS THAT DO NOT MEET THE REQUIREMENTS WILL AUTOMATICALLY BE DISQUALIFIED.