

IMPACTO CHILE HACKATHON

Pitching Training

Innovación para un futuro
sustentable

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Evaluation Criteria

1. Impact on the challenge domain

- Does the solution address a clear business pain? Has it been validated?
- Is the solution impactful within the challenge domain for the client/user or society?
- Has the team identified a clear purpose for their initiative?

2. Team

- Is the team balanced in terms of skills and diversity?
- Does the team have the experience to drive the project forward?
- Does the team come across as determined and entrepreneurial?
- How well did the team take into account the mentors' feedback and advice?

3. Business Model

- Is a compelling business model presented?
- Is the solution likely to be cost effective?
- Is it feasible from the current stage to the projected deployment?

4. Simplicity

Is the solution a simple or complex answer for the challenge (1-10)

Is it easy to understand and manage from an end-user perspective

5. Innovativeness

Did the team make significant progress during the event?

Is the solution more effective or efficient than existing approaches?

Is the solution based on different requirements than existing approaches?

What is a pitch?

The Story

Why?

What?

How?

When?

Who?

What we need

The Story

- . The problem
- . The solution
- . Value to its users or customers
- . Fit to the challenge, issues and problems
- . Innovativeness - the secret sauce
- . Technical progress – pre-event and during the event
- . Resources used/references
- . Maturity?
- . Business model
- . The team

How? When? Where?

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How?

Pitches should be recorded!!

- Format – MP4
- Length – 5 mins
 - Longer may be cut during the streaming
- Structure – your own but must include demo/animations or other aspect in one video file.

When?

- **DEADLINE: 09:00 on 5th Sept**
 - No exceptions!
- Submit via the pitch submission form and include all relevant uploads e.g. team picture, presentation & recording

Where?

Teams must be present at the pitch streaming

In order each teams presentation is streamed to all attendees & jury

After each pitch stream there will be time for live Jury questions – for max 3 mins

Be concise with your answers

Try to avoid repeating pitch content unless absolutely necessary

Recording Your Pitch

BONUS: You can pitch multiple times and make it perfect!! Repeat, repeat, repeat....

- How to record?

There are many platforms – google meet, or PowerPoint recordings or a more sophisticated platform such as Loom, Snagit, OBS STUDIO..... Most prefer Zoom or Microsoft Teams

Ensure recording settings capture your camera feed with the presentation..

Recording Your Pitch - Audio

- Ensure the audio is clear and there are no glitches
- The pitch is useless if no one can hear what you're talking about. Acoustics of the room, microphone, background noise should be considered.
- Be passionate, let this show in your pitch
- Structure your phrasing, take brief pauses, speak clearly and slow
- Pitch to the Jury

Recording Your Pitch - Visual

- Presentation must be full screen (16:9 format fits most recordings)
- Structure and flow can be your own but use the criteria as a guide.
- Visually, the design can be your teams own
- Ensure when pitching, that you do not switch between slides too fast
- Refrain from using too many slides & too much information on each slide
 - IMPORTANT: Avoid too small text or small diagrams as the clarity of these may be lost in the recording.
- You must have a floating head in the presentation! (if you wish, the whole team be present)...but try to avoid covering the presentation content.

Sample pitches:

Winners From Farm to fork 2020:

- 1 <https://www.youtube.com/watch?v=fBLYf6pVeH8>
- 2 <https://www.youtube.com/watch?v=nEiClgoKTH0>
- 3 <https://www.youtube.com/watch?v=zLgKrKUuWnl&t=1s>

Winners: Data Against Covid-19 DeepHack 2020:

- 1 <https://www.youtube.com/watch?v=lmjmYNibEOE>
- 2 <https://www.youtube.com/watch?v=KV9u33gF2To>

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Good Luck!!

IMPACTO CHILE HACKATHON

3-5 septiembre | Virtual

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