

# **PitchTeen: Guidelines**

## **1. Eligibility**

- The participants should be in high school and between the ages of 14-18 during the year 2021.
- The competition is open to every gender and students of every gender.
- Students can participate in the teams of 2-4 or solo.
- Students must not submit previous unoriginal ideas.
- One team may fill only one registration form with the details of all members

## **2. Online Registration**

- To complete the registration, make sure you have filled the [registration docs form](#)
- We'll be using [Slack](#) for our communication so make sure you have created your account there as well.

## **3. Project Parameters**

- **Topic:** The project can be about any topic. It is a startup competition where you and your team pitch your idea to a panel of judges.
- **Visual Prototype:** The project can be designed, coded, or built on any platform (web application, mobile application, canva, wix, framer, figma, autodesk, adobe, powerpoint, etc)
- **Originality:** The project must be original and solely owned by the contestant(s).

## **4. Submission Guidelines**

- Each team must fill the submission form that'll be live during March 14-21, 2021
- Each team must create a business plan explaining:
  - Problem Statement
  - Mission Statement
  - Intended Audience
  - Financial Projections
  - Competitors' Analysis
- A visual mockup must be submitted. It can be created through Wix, Framer, Figma, Adobe UX or it can be coded websites or illustrations.
- You may submit an optional video as well explaining the idea.

## PitchTeen: Rubrics

This project is graded on a scale of 1 through 10 with the following scale:

1 = Needs improvement

2 = Approaching adequacy

4 = Adequate

6 = Good

8 = Above average

10 = Outstanding

[illegible]

skills.										
Finances and other numbers are reasonable.										
A visual prototype, website or illustration for the solution										

Score: \_/70

Notes: