

PitchTeen: Guidelines

1. Eligibility

- All participants will be between the ages of 14 and 21 by March 14th, 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 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 form](#).
- We'll be using [Slack](#) for communication so make sure you have created your account there as well.

3. Project Parameters

- **Topic:** The project can be about any topic, but must be well-represented by a visual mockup. Pitchteen is a startup competition where you and your team virtually pitch your idea to a panel of judges through a visual mockup and optional video presentation.
- **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 and created 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, other tools, or it can be a hand-coded website, web/mobile application, or illustration.
- You may submit an optional video explaining the idea.

PitchTeen: Rubrics

The submission is graded out of 10 points in eight different categories, with the following scale:

- 1 = Needs improvement
- 2 = Approaching adequacy
- 4 = Adequate,
- 6 = Good
- 8 = Above average
- 10 = Outstanding.

	1	2	3	4	5	6	7	8	9	10
The problem is clearly defined.										
The solution, original, innovative, and targets the stated problem.										
The solution is technically feasible and can be implemented.										
Presenters understand the market and have conducted adequate market research.										
The solution has a differentiating factor compared to other competitors.										
The business plan is succinct and demonstrates entrepreneurial skills.										
Finances and other numbers are reasonable.										
A visual prototype, website or illustration for the solution										

Notes:

Score: _/80