



National Elevator Pitch Competition

Competition Overview & Guidelines

COMPETITION OVERVIEW

An elevator pitch is a quick and persuasive speech that generates interest in a person, product, service, or business. The name “elevator pitch” is used because the conversation usually takes place within the amount of time of a short elevator ride. This competition challenges VE students to make a convincing and engaging elevator pitch about their business to someone they recently met who may eventually be interested in investing in the business.

CONTENT REQUIREMENTS

- **Opening:** Draw in the individual with an opening statement.
- **Problem & Solution:** During the pitch, a problem is identified and a solution is provided.
- **Target Market:** A clear target market is identified and is appropriate for the problem and solution identified.
- **Call to Action:** Identify the specific investment need of the company and request next steps to set up a meeting with the potential investor.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Motivates others to act
- Operates with purpose

Professional:

- Communicates effectively

Functional:

- Understands general business dynamics
- Understands and applies financial concepts
- Communicates through storytelling

FORMATTING ELEMENTS

- **30-60 second** presentation
- Videos should capture **one** student delivering the pitch to the camera and should be delivered in a single, **unedited** take. This does not mean it needs to be filmed on the first take, but there should be no post-production done.
- The recording should be done in a quiet environment with little to no background noise to make it easier for the judges to hear and understand. Avoid reading from scripts or cue cards. The goal of this elevator pitch is to entice the potential investor to set up a follow-up meeting with the VE company. **This should not be a commercial for customers.**

TASK ALIGNMENT

Sales Task 2 - Develop an Elevator Pitch

SUBMISSION GUIDELINES

- Acceptable file types: mov, mpeg4, mp4, webm, m4v
- Maximum file size: 1GB
- One entry per firm
- All submissions due by 10:55 PM ET

PENALTY POINTS (10-second grace period before 1st penalty applied)

- Up to 30 seconds over: 1 point
- 31 to 60 seconds over: 2 points
- 61 seconds up to 2 minutes over: 5 points
- More than 2 minutes over: 10 points

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.

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ELEVATOR PITCH SCORING GUIDE

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding, and a score of one needs significant improvement. Scores with 0.5 increments are encouraged.

ELEMENT	★	★★	★★★	★★★★	★★★★★
Opening <i>How well does the opening draw you in?</i>	Opening is missing or fails to engage the audience; no clear hook is present.	Opening shows minimal effort to engage the audience; hook is weak, unclear, or only somewhat relevant.	Opening includes a clear hook that generates interest and sets up the topic appropriately.	Opening includes a well-crafted hook that effectively captures the audience's attention and creates curiosity about the topic.	Opening features a powerful, creative hook that immediately captures the full audience's attention and strongly connects to the topic in a memorable way.
Problem & Solution <i>How well does the pitch identify and explain the problem? How well does the pitch convey the product or service as the solution?</i>	Does not identify a clear problem, and/or may provide a solution that already exists.	Identifies a problem that may already have viable solutions.	Identifies a problem and offers a new product or service solution.	Identifies a genuine problem and offers a viable, scalable product or service solution.	Identifies a compelling problem and offers a unique, scalable product or service solution.
Target Market & Market Potential <i>Does the pitch identify the target market and evaluate the market's potential?</i>	Does not identify a target market and/or fails to describe the market's potential for the firm.	Identifies a general or overly broad target market with a limited explanation of the market's potential.	Identifies a specific target market and provides a basic evaluation of the market's potential for the firm.	Clearly identifies a well-defined target market and provides a thoughtful analysis of the market's potential based on relevant data or trends.	Clearly defines a precise and strategic target market and presents a compelling, data-driven evaluation of the market's potential, including evidence of growth opportunities and alignment with the firm's offerings.
Current Needs & Next Steps <i>Does the pitch identify the current needs of the company and outline potential next steps to set up a follow-up meeting with the potential investor?</i>	Fails to identify the company's current needs and does not present any next steps for engagement.	Identifies at least one current need but provides minimal or unclear next steps that lack relevance or feasibility.	Identifies key current needs of the company and outlines logical next steps that invite continued conversation with the investor.	Clearly articulates specific current needs and presents well-structured next steps that encourage meaningful follow-up from the investor.	Clearly articulates specific current needs, demonstrating strategic insight , and presents compelling, investor-focused next steps to initiate a follow-up meeting or partnership.

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Delivery <i>How would you rate the quality and professionalism of the student's delivery? (i.e., appropriate attire, eye contact, voice projection, and poise)</i>	Poor quality and unprofessional delivery. None of the following are noted: • choices in attire are professional and/or appropriate • eye contact is consistent throughout • voice projection is used appropriately • poise is evident through meaningful gesturing and physical stance	Below average quality and professional delivery. One of the following is noted: • choices in attire are professional and/or appropriate • eye contact is consistent throughout • voice projection is used appropriately • poise is evident through meaningful gesturing and physical stance	Average quality and professional delivery. Two of the following are noted: • choices in attire are professional and/or appropriate • eye contact is consistent throughout • voice projection is used appropriately • poise is evident through meaningful gesturing and physical stance	Above average quality and professional delivery. Three of the following are noted: • choices in attire are professional and/or appropriate • eye contact is consistent throughout • voice projection is used appropriately • poise is evident through meaningful gesturing and physical stance	Excellent quality and professional delivery. All of the following are noted: • choices in attire are professional and/or appropriate • eye contact is consistent throughout • voice projection is used appropriately • poise is evident through meaningful gesturing and physical stance
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AI USAGE POLICY

Virtual Enterprises (VE) acknowledges the growing prevalence of AI in today's academic and professional environment and its potential for facilitating various tasks. As an organization that prepares students for the future of work, we are mirroring industry leaders, and our stance is to embrace the potential of AI.

Where AI is used, schools must disclose its use and appropriately cite all sources, including AI-generated content or suggestions. AI should augment the learning experience, not replace intellectual work in the classroom and competitive event submissions.

Please note that the AI policy of schools and districts will supersede VE's Ethical Use of AI policy.

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