

# Elevator Pitch Video

## Important Things to Note

### What is an Elevator Pitch?

An Elevator Pitch is a short 30-60 second video that describes the product, the problem it solves, and the solution it provides.

### What should I include in my elevator pitch?

In 30 – 60 seconds allowed, you should introduce yourself and define the problem your idea is solving. State the audience that is affected by this problem (target market) and what solution is provided by your product/service. You may also address the inspiration for your idea. Make the information engaging to capture the judge's attention. Consider creating a script and practicing so that your one-take, unedited recording is polished.

### How will my elevator pitch be judged?

While there will not be a specific score assigned to your elevator pitch, it will be viewed by all the first round judges and be part of their consideration of your entry particularly as they consider the Product/Service and Market Opportunity sections.

### How will my elevator pitch be used?

Three Round 1 judges will review your pitch and score your written entry, the process by which finalists are determined. All finalists will include an elevator pitch as part of their final competition presentation to the final round judges. Elevator pitches are also included in the Awards Ceremony. We will use the recorded pitch for out of state finalists while in state finalists will present their elevator pitch live.

### Will any prizes be awarded for the elevator pitch?

Finalists will be considered for two \$250 prizes awarded at the Awards Ceremony.

- **Sponsor Award** – Sponsor (Dakota Plains Commercial Real Estate) will review all **recorded pitches** submitted by South Dakota finalists and special category winners and select the winner based on the criteria in the elevator pitch rubric.
- **People's Choice Award** – During the Awards Ceremony, the audience will choose the best **live** elevator pitch presented on the stage by in state finalists and special category winners. No recorded pitches will be included in this award.