



2024 GYEC Division Final Pitch Rubric

Pitch Deck

A pitch deck is a brief presentation used to provide your audience with an overview of your business plan. You will typically use your pitch deck during face-to-face or online meetings with a various of people such as potential customers/end users, investors, partners, advisory boards, etc.

Pitch decks do three things: they get people to understand, they get people to care, and they get people to take action. A good pitch really tells a good story.

Deliverables

Final Pitch Deck – Due by July 29th, 2024 11:59 PM Local Time

Pitch Competition Schedule – 2:00 PM – 6:00 PM Local Time, July 30th, 2024

- **1:30 pm -2:00 pm finalists Check-in & Testing**
- **2:00 pm -2:15 pm Opening**
- **2:15 pm - 5:45 pm Final Pitch** (Each team will have 8 minutes for pitch and 5 minutes for Q&A. The sign-up sheet for the pitch schedule will be sent out one week before.)
- Every team will do an 8-minute live pitch (in-person) **or** present a recorded pitch video (virtual).
- Every team will have a 5-minute live Q&A.
- Judges will be invited and feedback provided to each presenter.

Components of the Pitch Deck

Your deck should be a maximum of **8-10 POWERPOINT slides** with a cover slide noting the audience with the name of your team project, the goal/goals you have selected, and all the names of your team members.

It is best to prepare slides with **few words and greater use of diagrams, tables, illustrations and/or photographs**. Goal is to paint a vivid and compelling picture of your venture in a short period of time. Establish your credibility!

The pitch for this competition is short – delivered in a maximum of 8 minutes with 5 minutes for Q&A. Practice your delivery – a lot!

The following areas you should consider addressing in your slides:




- **Problem Statement** (In 1-2 sentences) identifies who the Customers/End Users are, articulates the problem (the Pain Points) and the solution addressed by your venture; presents how your venture will affect Customers and other stakeholders (the Impact); supported by major findings from research performed for your venture.
- **Product/Service Description** presents how your product/service works and considers the End User or Customer experience created.
- **Competitive Analysis** discusses key competitors and how you plan to differentiate your offering.
- **Market Plan** describe your customers and the problem (“pain”) that they experience today, the size of the market and its growth rate, market segments, which ones you will address, where you will start and how you might evolve your market position over time.
- **Business Model/Financial Analysis** presents an overview of your Financial Model that reflects a good understanding of the economics of your venture; describes potential growth opportunities; highlights key revenue and expense drivers and assumptions; illustrates how your venture scales from revenue, expense and profitability perspectives.
- **Team:** Pictures of the key team, title and name, what they focus on, bullets/logos of prior and relevant experience. Key for you is answering the question “Why will this team beat everyone else and why are they the best team to back?”
- **Operational Plan / Next Steps** details practical steps against a high-level timeline for product development and launch, marketing, sales, financing and funding.
- **Project Sustainability/Vision** addresses how your venture could develop sustainably, and how it can contribute to 17 UN SDGs, which could also be the vision you want to convey.
- **Conclude with The ASK.** What do you want to “ask” from your audience?

Here are some questions to consider as you develop your pitch deck.

- What is the tone you want to convey?
- How will you demonstrate commitment to your idea in a 8-minute pitch?

Although these building blocks make up the core of most decks, there are an almost infinite number of slides you might add, depending on your venture and the way you want to tell your story. You may



add: History, Products, Market, People you are learning from, Investment highlights, Branding, Product road map, Mission, Vision, Pictures, Risks, Differentiation, Case Study, Technology, Valuation...

Some Dos and Don'ts in the Pitching

- * **Do tell a story** - Captivate the audience. Include an interesting personal story to get the attention of the investors or ask a question everyone is having. Your story should convey the value of what you do, why you do it, and why anyone should care. They will be curious to know more.
- * **Do keep it simple** - Keep it short and concrete. Giving a lot of information may have an opposite effect and leave the audience confused and overwhelmed. Try to focus on the problem-solution relationship, competitive advantage and team.
- * **Do have data to back your claims** – Whatever you say must be supported by numbers or data. Add testimonials, research data, surveys, statistics, anything you need to prove the viability of the product.
- * **Do show passion and competence** – Passion is the driving force in entrepreneurs. In the pitching, you have to prove that you have the experience, industry knowledge, business skills, technical know-how, all that it takes, to turn the idea into a success story.
- ✗ **Don't read your slides during pitching** – If the audience can read your slides, don't waste time read it for the audience. Instead, tell the story behind the slides.
- ✗ **Don't go super deep into details** - Avoid too many technical details or numbers that the listeners may find boring or non-related. Instead, be short and precise and link your data and statistics to the value your business idea delivers.
- ✗ **Don't oversell it** - Presenting it like a game changer may be too early. The more realistic the pitch is, the higher the chance for success. Overselling the benefits of your product may leave an impression of a dreamlike product.
- ✗ **Don't be afraid if you don't have all the answers** – An entrepreneurial journey is one long experience. It is only by living it that you will find some answers. As for the rest, you can always hire advisors.

Global Youth Entrepreneurship Competition
2024 GYEC Final Round Scoring Rubric

TEAM NAME:		JUDGE NAME:	
PITCH CONTENT			
<p>Hook/Intro The problem, need, or opportunity is clearly explained; (video) the speakers' names and faces are presented clearly.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Problem/Need/Opportunity <input type="checkbox"/> Speaker Introduction <p>Comments:</p>	
<p>Goals for Solution A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Solution <input type="checkbox"/> Value Proposition <p>Comments:</p>	
<p>Target Market The intended audience is well defined/identified and the market or user base is quantified.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Target Market(s) <input type="checkbox"/> Demonstrated Demand <p>Comments:</p>	
<p>Competitive Advantage Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and qualifications of the team indicate strong potential for success.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Competition Recognition <input type="checkbox"/> Advantage (e.g., niche, process, etc.) <p>Comments:</p>	
<p>Ending Cost of next step; how the idea could develop sustainably, and how it can contribute to 17 UN SDGs (the vision of the future).</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Costs <input type="checkbox"/> Pricing <input type="checkbox"/> Conclusion/Final Takeaway <p>Comments:</p>	
PITCH DELIVERY			
<p>Effectiveness & Efficiency Speakers are polished and delivery techniques make the presentation understandable and engaging within time limits.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Organization/Length <input type="checkbox"/> Grammar/Pronunciation <p>Comments:</p>	
<p>Impact The presentation inspires and holds attention; the pitch is persuasive, informative, and makes the audience interested to act or learn more.</p>	<input type="checkbox"/> Excellent (4pts) <input type="checkbox"/> Very Good (3pts) <input type="checkbox"/> Acceptable (2pts) <input type="checkbox"/> Marginal (1pt)	<p>Needs Improvement:</p> <input type="checkbox"/> Enthusiasm <input type="checkbox"/> Creativity <input type="checkbox"/> Compelling story <input type="checkbox"/> Team participation <p>Comments:</p>	
TOTAL SCORE	_____ / 28 points		

