

FAQs

What Else Do I Need to Know?

- There is no entry fee.
- The competition is open to UA faculty and staff.
- Ideas must be the original work of entrants.
- Remember to keep your pitch concise and simple, encouraging judges to want to learn more.
- You will have 3 minutes to persuasively describe your idea in your recorded pitch video. A panel of judges will then review and questions during the live (virtual) Q&A session.
 - Remember the judges may ask about the problem you are solving, your product or service, your market/customer, business management, and financials. Review the judging criteria below for a more complete view of what judges will be seeking.
- Although you can be part of a team, only one UA faculty/staff member from the team should submit as the contestant.
- Submission links and additional competition details are available on the faculty/staff competition website: <https://aei.culverhouse.ua.edu/edward-k-aldag-jr-business-plan-competition/faculty-staff/>
- By participating in this event, you grant the right and permission of UA staff to use photos, videos, and audio recordings in publicity, including Internet social media.

Helpful Hints for Best Pitches!

[18 Steps to Creating a Winning Pitch for Investors and Early Customers](#)

[Pitch a Business Idea | Small Business Guide](#)

[How To Start a Pitch Or Presentation](#)

[5 Pitch Mistakes Entrepreneurs Make, and How To Fix Them](#)

[9 Things That Take a Pitch From Good to Great](#)

Pitch Competition – Judging Criteria

Participant Information
Contestant:
Name of Business/Idea:

Overall Value of the Business Idea

The goal of the contestant is to get you excited about the value of their business idea within 3 minutes using various information about the product or service and how he/she delivers the information (e.g. clear, enthusiastic, etc.)

Overall Score for the Business Idea (0 to 10, 10 is the highest)

Pitch Content, page 1

Pitching is an art, not a science. Here are some guidelines for you to use in determining the value of the business idea. Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business. Note: *We expect contestants to include the Main criteria within their 3-minute pitch. They may address the additional criteria in the Q&A portion of the talk but these items aren’t strictly required.*

Main Criteria (should be within the 3 minutes)	Yes	No	Good	Neutral	Weak
Information about the problem (pain point)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product/service information; how it solves problem (value proposition)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who will buy it and why (target market)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What’s next? (Potential impact of the prize money and the short-term roadmap including how they will spend money)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The idea is described in a way that is memorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Criteria (encouraged details that may come during Q&A)	Yes	No	Good	Neutral	Weak
Mention of pricing strategy or business model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The market and its size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition and competitive advantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leadership team and background (expertise) – brief introduction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential for growth and scalability or commercialization potential of the idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pitch Delivery, page 2

Enter a checkmark in the “Yes” or “No” box for each of the criteria below. Also, place a checkmark on how that information impacted your overall view of the business idea.

Delivery Criteria	Yes	No	Good	Neutral	Weak
Told a story (not a list)					
Provided examples					
Spoke clearly, used easy to understand language					
Relates to audience					
Enthusiastic, passionate about the idea, full of energy					

Feedback to share with presenters (what went well, what could be improved)