

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 (they can work with a team).
- 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. The virtual 'live' session will focus on questions and answers with the judges.
- Judges may ask about the problem you are solving, your product or service, your market/customer, business management, and financials. Review the judging criteria 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 and handle the Q&A session.
- Submission links and additional competition details are available on the faculty/staff competition website: <https://aei.culverhouse.ua.edu/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.

Faculty | Staff – Judging Criteria

Participant Information
Contestant Name:
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.)

Fill in the box to the right with your overall Score for the idea. (0 to 10, 10 is the highest)

Pitch Content

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)					
Product/service information; how it solves problem (value proposition)					
Who will buy it and why (target market)?					
What’s next? (Potential impact of funding)					
Easy to remember					

Additional Criteria (encouraged details that may come during Q&A)	Yes	No	Good	Neutral	Weak
Mention of pricing strategy or business model					
The market and its size					
Competition and competitive advantage					
Leadership team and background (expertise) – brief introduction					

Pitch Delivery

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					