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)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
<th>Good</th>
<th>Neutral</th>
<th>Weak</th>
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</thead>
<tbody>
<tr>
<td>Information about the problem (pain point)</td>
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<td>Product/service information; how it solves problem (value proposition)</td>
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<td>Who will buy it and why (target market)?</td>
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<td>What’s next? (Potential impact of funding)</td>
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<td>Easy to remember</td>
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#### Additional Criteria (encouraged details that may come during Q&A)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
<th>Good</th>
<th>Neutral</th>
<th>Weak</th>
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<tr>
<td>Mention of pricing strategy or business model</td>
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<td>The market and its size</td>
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<td>Competition and competitive advantage</td>
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<td>Leadership team and background (expertise) – brief introduction</td>
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### 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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes</th>
<th>No</th>
<th>Good</th>
<th>Neutral</th>
<th>Weak</th>
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<tbody>
<tr>
<td>Told a story (not a list)</td>
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<td>Provided examples</td>
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<td>Spoke clearly, used easy to understand language</td>
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<td>Relates to audience</td>
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<td>Enthusiastic, passionate about the idea, full of energy</td>
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