7th Annual KCK Youth Entrepreneurship Challenge

Elevator Pitch Packet - 4:30 pm - 8:30 pm, Thursday, March 5th 2026

Elevator Pitch

Description

The Elevator Pitch category is a 30 second to 2 minute pitch about the competitor's idea for a product or business. The Elevator Pitch should excite the judges about the business by answering these seven questions & finishing with an action item:

- What is your idea?
- What is the need, problem, or opportunity that your product or business addresses?
- Who do you assume to be your target customers?
- Why is your product or business different or better than the competition?
- Where or how did the idea come to you?
- What are your business goals?
- What investments would you put towards the business if you won the $250 cash prize?
- Finish with a Closing Action Item: For example:
  - "Can we connect over coffee"
  - "Do you have a business card, I would love to chat more"
  - "You can find out more on our website. etc

Competition Day Process

- Elevator Pitch will be judged on Thursday, March 5th, from 4:30 pm to 8:30pm* Exact Schedule TBD
- Students will receive their Elevator Pitch "slot" (the time at which they should report for their elevator pitch) when they check in at the evening of the competition.
- Only competitors, judges, and event staff are allowed in rooms during round(s).
  - If a competitor needs special accommodation, please reach out to Megan and or Casey.
- If a Business is being represented by a team, only one member is allowed to give the elevator pitch.
- There will be only one round for this event.
- In case of a tie, a second round will be held to break the tie.

The Elevator Pitch is a time sensitive event. Please familiarize yourself with the following guidelines for how to properly time the competitors.

- Students get up to 1 minute to enter the room and introduce themselves. No handouts, no PowerPoint, and no computer presentation permitted.
- Time will start once the competitor starts their pitch.
- The competitor has 30 seconds to 2 minutes to complete their pitch
- Once completed, the competitor is allowed to leave.
- Judges will then fill out the ballot and notify when the next competitor can come in.

Judging The Elevator Pitch

- The Elevator Pitch should answer the following questions & finish with an action item:

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- ○ Who do you assume to be your target customers?
- ○ Why is your product or business different or better than the competition?
- ○ Where or how did the idea come to you?
- ○ What are your business goals?
- ○ What investments would you put towards the business if you won the $250 cash prize?
- ○ Finish with a Closing Action Item: For example:
  - ■ "Can we connect over coffee"
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  - ■ "You can find out more on our website. etc.
- ● Ultimately, the elevator pitch must build the compelling case of why this business has merit.

Rubric

The judges will use the Danish System of judging to score each business. The businesses will be scored against a standard rubric, as opposed to compared to each other. The businesses with the highest rubric scores will be the winners.

- ● Total Score of 25 points
- ● Scoring is done on a scale of one to five.
  - ○ 1 being Poor
  - ○ 2 being Minimal
  - ○ 3 being Sufficient
  - ○ 4 being Above Average
  - ○ 5 being Excellent
- ● Judging will be done based on five categories:
  - ○ Performance (1-5 points)
    - ■ Appearance, confidence, posture, speaks slowly.
  - ○ Presentation (1-5 points)
    - ■ Clear, concise, understandable.
  - ○ Expectations (1-5 points)
    - ■ States goals of business, captures attention, persuasive, realistic.
  - ○ Investment towards the business (1-5 points)
    - ■ Provides specific examples on how they would use the $250, provides a timeline for examples, shows a clear goal of reinvesting into the business
  - ○ Time Length (1-5 points)
    - ■ Pitch was between allotted time length = 5
    - ■ Went over time limit by 30 seconds = 4
    - ■ Went over time limit by 45 seconds = 3
    - ■ Went over 3 minutes = 2
    - ■ Did not meet minimum requirement of 30 seconds =