



Bernstein Pitch Tips

You will deliver a 10-minute presentation to a panel of judges, followed by a 10-minute question and answer session.



Start with an engaging opening

It is important that you grab the judges attention so they remember your pitch



Explain your problem/solution

You will have enough time to fully explain your problem and how your business solves it



Tell a Story

Your business plan, financials, and pitch should all come together to tell a compelling story



Don't read your slides

Your slides should be a point of reference but you should be adding to it with your pitch not reading



Add Images and visuals

Adding images and graphs will allow the judges to get a better idea of your product and its viability



Explain your Ask

Explain how much money you need and how it will be used



How do You Make Money

Clearly Explain how your company will make money



Practice your Pitch

Repeatedly practice different variations of your pitch. Try pitching to a friend.



Practice Q & A Section

Pitch to a friend and have them ask you questions to prepare for the Q & A section



Focus on Competitive Advantage

Focus on what makes your company different or better than others