



Idea Factory Pitch Tips

On competition day, you will set up your poster display to showcase your business idea. You'll then have 2-3 minutes to engage in a one-on-one conversation with each judge, explaining your concept and its unique value. Be prepared to answer questions and provide additional details about your business. This is your chance to demonstrate your passion and confidence in your idea.



Start with an Engaging Opening

It's important to grab the judges attention so they remember your pitch!



Explain your Problem/Solution

Try to be as clear and concise as possible in your explanation.



Tell a Story

Your poster & pitch should work together to convey a compelling story!



Reference, but don't Read off of your Poster

Know your material! You can look at your poster for reference, but don't read it word for word.



Add Images and visuals

Adding images and graphs will allow the judges to have a better understanding of your product. Plus, it's eye catching!



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. Profit margins are key!



Practice your Pitch

Repeatedly practice different variations of your pitch. Try pitching to a friend or attend a Pitch practice workshop.



Practice Q & A Section

Have someone ask you practice questions to prepare for the judges questions.



Focus on Competitive Advantage

Focus on what makes your company different from other competitors.