



InnovateUA is a student-led organization at the UA, fostering a culture of innovation and entrepreneurship.

[innovateua.arizona.edu](http://innovateua.arizona.edu)

# Pitchfest

September 24th - November 6th, 2015

## Overview

Pitchfest is part of a nationwide competition celebrating students and the power of their ideas. From September 25th to November 6th, student can log onto [pitchfest.arizona.edu](http://pitchfest.arizona.edu) and upload a video explaining their big idea in one of 11 categories. The prize in each category starts at \$500 - the more people participate, the higher the prize! After the initial 500 participants, each additional participant raises the prize in all categories by \$1. Students have the opportunity to win up to \$1000 for their idea.

## Anatomy of a Pitch

The pitch is the new and improved elevator speech. In **3 minutes or less**, students should film themselves talking about their idea. The key is to keep it short, clear, and passionate. The following key points make up a great pitch:

1. **What is the problem:** Talk about the problem that your idea would solve.
2. **What is your solution:** This is where you introduce your big idea.
3. **How is your idea better than the current solution:** There might be a solution out there already. Why is yours better?
4. **Explain how you would raise money:** If you were to make your idea a reality, how would you do it? If you have a business idea, who would be your customer?
5. **How would you spread your idea:** How would you take your idea from small project to something bigger?

## College Talent Team Representatives

The College at the University of Arizona with the most student pitchers (as a proportion of the number of students in that college) wins Pitchfest! Each college will have one Talent Team Representative, a student nominated by the Dean of that college, who responsibilities will include promoting Pitchfest and staffing the Pitch Tables at the Main Library on Mondays or Wednesdays. The Talent Team students get the word out and get other students excited about participating!

## Goals

### 1. September 25th launch

September 25th is the last day for Talent Team representatives to sign up for their table days and pick up their supplies. On this day, Pitchfest's own software platform will be launched, and pitching will begin!

### 2. 1000 Pitches ... or more!

The more student participants in Pitchfest, the more great ideas we will collect, and the more fun the contest will be for everyone. InnovateUA is confident that we will achieve 1000 student pitches on our platform by November 6th, but the more the better!

### 3. Spread the word about InnovateUA

As our first event of the year, Pitchfest has the opportunity to spread the word about InnovateUA and connect with students who are interested in entrepreneurship, innovation, technology, or expanding their education! We hope that students who participate in Pitchfest will consider joining InnovateUA as a volunteer or an organizer.