



#beuwind



facebook.com/beuwind



beuwin@uwindsor.ca

[UWINDSOR.CA/BESYMP](http://UWINDSOR.CA/BESYMP)

## **Pitching Competition February 26<sup>th</sup>, 2016**

### **Mission Statement**

Growing BE: Leadership and Pitching Workshop is hosted by the Masters of Medical Biotechnology Program (Department of Chemistry and Biochemistry) and EPICentre will take place on February 26<sup>th</sup>, 2016 at the Katzmann Lounge, Vanier Hall, University of Windsor.

The Leadership Workshop is geared towards Science students that hope to become leaders in their respective fields, whether research or business based. This workshop will inform participants about the qualities of a leader, enables them to embody these qualities, and guide them to help them achieve their career goals by providing key strategies to establish them as leaders in their fields.

A perfect pitch is concise, engaging, and well articulated and is the key to securing an award or grant, a job, or an investment. The steps to create and tailor a pitch for a variety of applications including: job interviews, research proposals, and investor acquisition, will be presented and practised in this afternoon workshop.

Students will have the opportunity to present their pitches to a panel of judges who will assess their pitches on the basis of three criteria: (1) Innovation, (2) Content, and (3) Delivery. Teams will prepare a personal, professional or scientific one-minute pitch that will convey their expertise, purpose, and convince the judges of their abilities.

Each student will have one chance to pitch and at the end of the day, the judges will select the top six pitches who will then pitch a second time to all judges and competitors to determine the top pitches of the day.

### **Prizes**

The prizes are as follows:

- 1<sup>st</sup> place - \$250
- 2<sup>nd</sup> place - \$200
- 3<sup>rd</sup> place - \$150
- 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> place - \$100 each

## Guidelines

The purpose of this competition is to deliver an elevator pitch. The pitch may be personal, professional, or scientific. In one minute you must convey your points in an engaging and confident manner.

Your pitch will be judged and MUST include:

- Your Name
- Appropriate Content
  - For Personal Pitch – may include qualities and aptitudes that would set you apart during a job interview
  - For Professional Pitch – may include your key competencies and ideas that would entice investors or future business partners
  - For Scientific Pitch – may include your research goals and expected endpoints and future vision e.g., for an award or grant proposal

## Judging

The judges will assess your projects on the basis of three criteria: (a) Innovation, (b) Content, and (c) Delivery.

### a. Innovation

The mark of a truly innovative pitch is its ability to portray the presenter's message while keeping the listener engaged. An innovative pitch has a unique style that is fresh and persuasive. Most importantly the style of the presentation must suit the content that is being delivered and the occasion for the pitch, a scientific proposal to fellow lab members and a scientific proposal to a board of ethics require distinct pitch style. These innovative pitches will suit the content while keeping the judges engaged and interested.

- Unsatisfactory (Pitch content and style do not match)
- Satisfactory (Pitch content and style match, but the style is not innovative or interesting)
- Great (Pitch content and style match and the pitch is made in an interesting and innovative manner)

### b. Content

The purpose of a pitch is to convey a message. The pitch must have enough content to convey your message but not too much that your listener is overwhelmed. It must also be understandable to individuals not familiar with your field. You must tailor your pitch to the audience, often with little or no idea to whom the pitch will be delivered.

- Unsatisfactory (Confusing or overwhelming information, with an unclear goal)
- Satisfactory (Clear goal with too little or too much information)

- Great (Clear goal with suitable information)

**c. Delivery**

The most important part of a pitch is its delivery. Clarity of speech (volume, tone, enunciation), body language (eye contact, posture), and attitude (confidence) are all key to a successful pitch.

- Poor (Could not understand pitch)
- Satisfactory (Distracting gestures or lack of eye contact, low confidence but with clear speech)
- Great (Clear speech, high personality, suitable gestures, confidence)

**Rubric**

	Unsatisfactory				Satisfactory						Great
	1	2	3	4	5	6	7	8	9	10	
Innovation	1	2	3	4	5	6	7	8	9	10	
Comments											
Content	1	2	3	4	5	6	7	8	9	10	
Comments											
Delivery	1	2	3	4	5	6	7	8	9	10	
Comments											
Total Score											

**Conclusion/Disclaimer**

We wish all the participants the best of luck and encourage you to contact us with any questions or comments at [beuwin@uwindsor.ca](mailto:beuwin@uwindsor.ca).

–Thank you!