

## Project Pitch Guidelines

Develop an elevator pitch for your project. Be able to sell your invention in 2 min or less, similarly to a commercial, so stick to the most important facts but speak persuasively. Judges may request more details about anything in Q&A. See an [explanation here](#) and [example here](#).

Time: 1-2 min

Text length: 100-200 words (up to 1 page typed, double spaced)

Content and Structure:

- 1) Problem (15 s)
  - What need are you addressing?
  - What issues exist with current technology?
- 2) Solution (45 s)
  - What specifically are you developing?
  - What special features does it have?
  - What advantages do you offer over current technology?
- 3) Market (10 s)
  - Who is going to buy this? (payer)
  - Who is going to use this? (end user)
- 4) Assurance (15 s)
  - Why are you the right person/team for the job?
  - Why is your solution worth investing in?
  - What positive impact will your project make on society?

Tip: Rehearse your speech several times to guarantee the time limit and avoid using notes. You should be able to follow the flow of your poster as a guide and point to items on it as you go.