



AIBL National Conference

Elevator Pitch Competition Guidelines

The **Elevator Pitch Competition** is an opportunity for individual students to give a 60 second speech about a business idea, plan, or project, what they would do, and why someone should hire, partner, invest, or collaborate with them. The competition is an educational experience for students to learn the process of quickly describing a business, idea, plan, or project to their dream prospect if fate placed them in an elevator - where they only have the time it takes to get from the bottom to the top of the building to pitch their business idea.

Who Should Participate

We encourage students to participate if they are interested in:

- creating positive change within their local Indigenous community.
- starting a business, idea, plan, or project.
- enhancing conceptual, organizational, and oral presentation skills.

Eligibility Requirements

Active AIBL Chapter members. Students must travel to the AIBL National Conference to compete live on stage.

Awards

Cash will be awarded on the spot to winning students who place in the competition:

- 1st Place: \$300
- 2nd Place: \$200
- 3rd Place: \$100

Competition Overview

Preparation

- Individual students are responsible for ensuring guidelines are met and deadlines are adhered to.
- Create a unique business, idea, plan, or project pitch.
- Memorize or strongly rehearse the pitch.

National Conference

- Present business pitch in front of a live audience and judges panel at the National Conference.
- Judges scores tallied up following all pitches.
- Cash prizes awarded on stage.

Submission Instructions

Students must adhere to all guidelines, submission dates, and deadlines. All deadlines are the due dates listed on the competition portal, PST 11:59 pm. Students must use the competition portal at aibl.org/annual-conference to sign up and secure a spot to compete on stage at the National Conference. The first 25 students who sign up by the deadline will be registered for stage time. If any open spots remain, walk-ups will be accepted during the time of the competition at the National Conference.

Parameters

Only one elevator pitch will be accepted from each student. Past elevator pitches are not eligible for submission.

Time Adherence

Elevator pitches are 60 seconds total.

Elevator Pitch Content (what is presented live at the National Conference)

All participating students must adhere to the following guidelines for elevator pitches. All students need to arrive on time for the elevator pitch competition. All participating students will line up next to the main stage. Students will be asked to the stage when their name is called. Any available walk-up spots will open after all students with reserved spots. Each student is allotted 60-seconds of stage time to present their elevator pitch. Once the student is securely on stage and starts speaking, a video of elevator doors will open on the stage screen which starts the 60 second countdown. When the elevator door closes and dings, the students' time is up. Students can thank the judges and leave the stage.

Judges Scoring

Students using notes or cue cards will be disqualified. The judge's scores will remain confidential during and after the competition. Elevator pitches will be judged on the following criteria:

(Rating system: 3 = excellent, 2 = good, 1 = poor)

- Pitch (concise, clear, impactful)
- Ending (close out, next steps)
- Time adherence (60 seconds or less)
- Nonverbals (posture, eye contact, attire, expressions)

Pitch Examples

blog.hubspot.com/sales/elevator-pitch-examples