



## **Elevator Pitch**

### **Event Specifications**

#### **EVENT CONTACT**

For any specific event questions, please contact:

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#### **SCOPE OF CONTEST**

##### **60-SECOND INVESTOR PITCH**

Entrepreneurship & Innovation Challenge **PURPOSE** This challenge is designed to train you to pitch like a modern founder and be successful in doing so.

You will learn how to communicate:

\*Precision — what problem you solve and why it matters \*Leverage — how your idea benefits from automation or generative AI \*Scalability — how the business can grow without relying only on more labor Today's entrepreneurs operate in an economy shaped by technology. You are expected to think beyond traditional small-business models and show awareness of how automation changes cost and competitive advantage.

#### **FORMAT & TIME**

- Pitch length: 60 seconds (hard stop)
- No slides required
- Visuals are optional but must not replace clear speech

One minute reflects real venture capital norms. Attention is earned, not given. This is pretty standard in today's world of VC.

#### **NUMBER OF COMPETITORS**

Individual or team (maximum 2 students per team)

#### **RULES AND PROCEDURES**

REQUIRED PITCH STRUCTURE (What real investors expect to hear) Your pitch should be structured around leverage, not necessarily explanation.

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1. The Problem (10–12 seconds)

- A specific, painful, or expensive problem
- Clearly identifies who experiences it and why it matters now
- Avoid vague or overly broad problems

Keep in mind - investors back ideas. Try not to only focus on the urgency. 2. The Solution (10–12 seconds)

- What you are building and why it is clearly better
- Focus on outcomes; don't get stuck on features
- Clear value in one sentence

3. Automation & Generative AI Leverage (REQUIRED) (10–12 seconds)

You must clearly address one of the following:

Either

How automation and/or generative AI:

- Reduces labor
- Lowers cost
- Improves speed
- Enables scale without proportional hiring

Or

Why your business is defensible despite automation; and what cannot be automated

Look beyond LLMs (AI is not a buzzword); explore agentic AI capabilities and other generative AI functionality.

4. Business Model (8–10 seconds)

- Who pays?
- How do you make money?
- Why does this scale?

## 5. Market Positioning (6–8 seconds)

- Who is your target customer?
- What category do you compete in?
- Why you win first, not forever

## 6. Proof, Traction, or Credible Next Step (6–8 seconds)

- Early validation, pilot logic, customer behavior, or a clear next milestone
- Hypothetical is acceptable but wishful thinking is not

## 7. The Ask (Final 5 seconds)

- What are you asking for?
  - o Capital
  - o Pilot customers
  - o Strategic partners
  - o Mentorship
- Close confidently and clearly

## **JUDGING CRITERIA**

WHAT THIS IS (AND IS NOT) This is:

A realistic founder exercise A how well you can execute precision, judgment, and leverage Practice for real-world pitching environments This is not A product demo A business plan presentation A list of features DRESS CODE Business Professional – no exceptions

### **Judging Criteria**

#### **Total Score: 10 Points**

Judges will score each pitch based on the following:

#### **Problem – 2 pts**

Is the problem specific, real, and easy to understand?

#### **Solution – 2 pts**

Is the solution clear and clearly better than current options?

#### **AI / Automation Leverage – 2 pts**

Does technology create real advantage or scale?

#### **Business Model – 1 pt**

Is it clear how the idea makes money?

#### **Market Awareness – 1 pt**

Do they understand their customer and competition?

#### **Next Step – 1 pt**

Is there a credible path forward?

#### **Delivery – 1 pt**

Was the pitch confident, organized, and within 60 seconds?

