

# Babson Olympiad Video Pitch Criteria

## 3 Minutes, 3 Slides, 1 Presentation

Your three minute Babson Olympiad Video Pitch showcase your business venture and your team's ability to quickly and succinctly deliver critical differentiating elements of your idea. Every team has 3 minutes, and 3 PowerPoint slides to present this.

NOTE: Pitch videos will be judged on the content and delivery, not the video quality (although, please make sure judges can hear your audio clearly!).

### Slide 1: The Opportunity

*This slide should focus on describing the opportunity that you have explored, why it is interesting, what is the solution you have proposed, and what is the dramatic difference in this solution?*

What is the problem/opportunity you have identified?

Why is this an interesting problem/opportunity to consider?

What is your solution to this problem or source of opportunity?

What needs are being satisfied by this solution?

What is the overt benefit, a dramatic difference from your solution?

### Slide 2: The Market

*This slide should discuss general estimates of who the target market is, how big it is, and who your competition is.*

Who is your target market?

What is your estimate of the market size and potential demand?

Who is your competition?

What is your Marketing Strategy regarding price, product, place, promotion, and people?

### Slide 3: Feasibility

*This slide should illustrate the outcomes of your soft launch and how you determined your business is feasible.*

What were the financial projections (profits/loss) during your soft launch?

What are your findings from qualitative and quantitative research for customers, features/ benefits, and demand?

Who are your prospective suppliers and what are implications of that?

What are the risks of the business and how can you avoid them?

## How to Format and Save Your Pitch Video

- Acceptable file formats: .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC (h265)
- You are able to upload a video created by your phone camera
- Keep an original framerate
- Upload video to Youtube as Unlisted
- Name video “Babson Olympiad - [Team Name] - [School]”