



# Made by Tigers - Elevator Pitch Competition Rules

## ABOUT THE COMPETITION

The **Made by Tigers - Elevator Pitch Competition** is a 60-second pitch of an entrepreneur's business that will be reviewed by a panel of judges. The goal of an elevator pitch should be to provide a brief overview of the business and to leave the audience excited to learn more.

**ROUND 1 – VIRTUAL SUBMISSION**  
**DUE: Friday, November 14 by 11:59 am**

**ROUND 2 – The top teams will pitch in-person on Friday, November 21 at 1:00 pm**

## KEY DATES

*\*All times are in CST*

DATE	ACTION	DEADLINE
Friday, Nov. 14	Virtual Application Submission Due	11:59 am
Sunday, Nov. 16	Notifications sent to applicants	5:00 pm
Tuesday, Nov. 18	Finalists confirm or withdraw their participation in competition	5:00 pm
Friday, Nov. 21	Competition Final Round (in-person)	1:00 pm

## PRIZES

1<sup>st</sup> PLACE = \$500

2<sup>nd</sup> PLACE = \$350

3<sup>rd</sup> PLACE = \$150

## TIME LIMITS

- Video pitch and in-person pitches should be a minimum length of 30 seconds with a maximum length of 60 seconds. Please edit the silence from your video. 5 second grace period is provided.
- Video pitches and in-person pitches should not exceed the time limit or are subject to disqualification from the competition.

## ROUND STRUCTURE

- **Preliminary Round:** All participants will deliver their pitch via video. Judges will review recorded pitches to determine who advances. The number of students advancing will be determined based on the total number of participants.
- **Final Round:** Participants advancing will compete in the final in-person round at Made by Tigers on Friday, November 21 at 1:00 PM. No remote pitches are allowed for the final round.

## SUBMISSION SPECIFIC REQUIREMENTS

- All pitches must be for a for-profit business. Business can be pre-revenue.
- All elevator pitches must be between 30 and 60 seconds.
- All contestants must be standing in their video.
- Reading from a screen or notecards will be heavily penalized by judges.
- Contestants may shoot a vertical or horizontal video.
- The video must be done in one shot. Re-takes, jump cuts, and other video editing techniques are prohibited.
- Intros, Outros, B-Roll, and any other footage that is not of the speaker is prohibited.
- The video must be accessible to the judges upon first viewing. If a video does not give the proper drive/cloud permissions in advance, then the contestant will be disqualified.
- Any submission that does not meet these requirements will be disqualified from the Elevator Pitch competition.

## 2025 PRESENTER GUIDELINES

All presenters for the 2025 Elevator Pitch Competition must fulfill the following to participate:

- All students matriculating at the University of Memphis, including undergraduates and graduate students, are eligible to apply for the 2025 Elevator Pitch competition.
- Individual students or groups are eligible to submit their application. The lead/presenting entrepreneur of any group must be a student matriculating at the University of Memphis, including undergraduates or graduate students. Team members may come from other area schools or graduates.
- **All applicants must be available to present their Pitch in person on Friday, November 21 at 1:00 pm.**
- All applicants that are selected to participate must confirm their participation, agree to the Image and Audio Release and Authorization Form, and respond to all requests for information by Tuesday, November 18 at 5:00 pm.
- Students are pitching business ideas to the University of Memphis. Students are not asking for an investment or selling to a customer - they are explaining their business idea.
- Support Material: Participants must deliver the pitch without slides, props, or memory aids. The pitch should be a purely spoken presentation.

## RESOURCES AVAILABLE TO PRESENTERS

- **Practice Pitching at the Bullpen Workshop:** Hosted by the Crews Center for Entrepreneurship on Thursday, November 13 at 4:30 pm.
- Presenters can receive feedback via 1:1 Coaching with Crews Center for Entrepreneurship Pitch Coach, Carl F. Hill.
  - Book a session at: [www.memphis.edu/Crews](http://www.memphis.edu/Crews)
  - Select “1-on1 Meeting”
  - Then select “Pitch Practice”

## ELEVATOR PITCH RUBRIC

CRITERIA & POINT VALUE	1	2	3	4	5	SCORE
<b>Storytelling / Introduction</b>	Lacks clarity & fails to engage	Somewhat clear but not engaging	Clear & somewhat engaging	Very clear & engaging	Exceptionally clear & highly engaging	
<b>Value Proposition</b>	Fails to articulate unique value	Some value but lacks uniqueness	Good articulation of value & some uniqueness	Very good articulation of unique value	Excellent articulation of unique & compelling value	
<b>Call to Action</b>	Weak closing with no call to action	Somewhat clear closing but weak call to action	Clear closing with a good call to action	Strong closing with a very good call to action	Powerful closing with an excellent call to action	
<b>Performance &amp; Vocal Delivery</b>	The delivery significantly hinders understanding; speech is unclear, too fast/slow, or monotone. Movement was distracting	The delivery had notable issues (mild speech clarity problems, uneven pacing). Movement was problematic	The delivery is generally clear with a satisfactory pace & tone. The movement was purposeful. Minor improvement is possible	The delivery & movement were strong & confident, with good control over pace, volume, movement & tone	The delivery & movement were outstanding, engaging, & perfectly paced. Enhancing the overall impact of the pitch	
<b>TOTAL POINTS (20)</b>						