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Europe 2014

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Elevator pitch video guidelines

The following document presents the Elevator pitch video guidelines.

When preparing and submitting your elevator pitch video, we encourage teams to refer to the following guidelines as well as to the assessment criteria



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Elevator Pitch Video Guidelines

You are asked to prepare a 2 min. video recording where you and your team will present your project in an *Elevator Pitch*.

Elevator Pitch serves to briefly present the project and to convince the judges that your team should be chosen for the finals of Intel Business Challenge Europe.

For technical criteria, please refer to www.Milestonehero.com

Six questions your *Elevator Pitch* must answer:

1. *What is your product or service?* Briefly describe what it is you sell.
2. *Who is your market?* What industry is it? How large a share of the market do they represent? Who is your customer?
3. *What is your revenue model?* How do you expect to make money?
4. *Who is behind the company?* Say a little about you and your team's background and achievements. If you have a strong advisory board, say who they are and what they have accomplished.
5. *Who is your competition?* Briefly discuss who they are and what they have accomplished. Successful competition is an advantage: they serve as proof that your business model and/or concept work.
6. *What is your competitive advantage?* Say how your company is different and why you have an advantage over the competition. A better distribution channel? Key partners? Original technology?

Additional hints:

1. Open your pitch by getting the Judges attention with a *hook* – statement or question that piques their interest to want to hear more.
2. Show your passion about the project.
3. You can use the following *Elevator Pitch sentence structure*:

FOR (target customer) WHO HAS (customer need), (product name) IS A (market category) THAT (one key benefit). UNLIKE (competition), THE PRODUCT (unique differentiator).