



Pitch Day Invitation Email

Hi [finalist team],

Congratulations again! Your team has been selected from over 50 teams as a Pitch Day finalist! You'll have a chance to pitch your idea to a distinguished group of judges – receive their feedback, and benefit from extra award money.

You are competing against two other teams in the [Campus and Community Impact or Global Impact] category. The 1st place team will receive \$5,000, the 2nd place team will receive \$3,000, and the 3rd place team will receive \$1,000.

(Please note that decisions on the written proposal results will be made later this week. The fact that you have been selected as a Pitch Day finalist is a strong sign that your written proposal is being well-received by the judges!)

The Pitch Day

Pitch Day will take place on the afternoon of [Monday, May 5th in B100 Blum Hall]. The Campus and Community Impact teams will present from 2-3pm. You and your team will be expected by 1:30pm. The judges will announce the winners at 4:30pm.

Guidelines for the Pitch

Time: You will only have **5 minutes** to pitch your idea, followed by 5 minutes of Q&A from the judges. We will be strict on time, so do practice!

Format: You are welcome to use whatever props you like (prototypes, PowerPoints, videoclips etc), although be aware of your time constraints.

Content: In your pitch you are required to include:

1. A description of your Big Idea
2. What problem are you addressing?
3. Qualifications and experience of team members
4. Description of how you plan to use any Big Ideas award money

Here's a [link](#) to the pitches from last year, to give you some idea of what to expect!



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Judging Criteria: Judges will score teams across four components:

1. The quality of your pitch
2. The creativity of your idea
3. Likelihood of success and viability
4. The social impact potential of your idea

Judges will not have pre-read your proposals, so please do not expect they will know anything about your team outside of your pitch.

Next Steps:

- Please confirm which of your team members will be pitching by **Wednesday, April 30th**.
- Arrange a time to come in and practice your pitch with the Big Ideas Team—this is both mandatory and really useful! We will be available all day on **Friday, May 2nd**, let us know what time would work, or if another day would be more convenient.
- Invite your friends to attend Pitch Day and come and support you!

Please don't hesitate to email me or call with any questions.

Congratulations again!

The Big Ideas Team