

ELEVATOR PITCH COMPETITION

OVER \$28,000 IN PRIZES AND GRANTS

Provided by the Werth Center at Housatonic Community College

PRELIMINARY COMPETITION

60-second VIDEO submissions only

Deadline: Friday, November 18th

Top 3 students from each College - \$200

Top 10 students - \$200

Top 20 students will qualify for the final competition.

Email a link to your online video to:

WerthCenter@housatonic.edu.

Include in your email: 1) student name; 2) business name; 3) college; 4) email address

FINAL COMPETITION

In-person pitches at Housatonic Community College, Bridgeport

Thursday, December 1st, 6:30 PM

1st Prize - \$7,500; 2nd Prize - \$5,000; 3rd Prize - \$2,000; 4th Prize - \$500; 5th Prize - \$250

All those who participate in the final competition will receive \$100 or more.

Additional grants available to help students launch their businesses.

Sample Pitches and pitch outline available at [housatonic.edu/werth](https://www.housatonic.edu/werth)

Judging Criteria

- PROBLEM:** Solves a real problem; there is strong customer pain or desire.
- SOLUTION:** Superior or less expensive than alternatives, or, serves new market niche.
- TARGET MARKET:** Clearly defined; adequate size to support business.
- MANAGEMENT:** Knowledgeable about industry; convincing.
- FINANCE:** It is clear how the company will make money.
- FUNDING:** It is clear how much the company needs to launch or grow. (If company does not require funding at this time, it may have an alternate need, such as customers or talent.)

Amanda Lewin <https://youtu.be/HKOY7-oDYVU>

Mariah Rodriguez <https://youtu.be/lROSG3hQDpo>

Aaron Pugh <https://www.youtube.com/watch?v=2sE5UXVIkz0>

