



Steve and Jamie Chen  
Center for  
Innovation & Inquiry

# Power Pitch XII

SATURDAY  
March 28, 2020



Power Pitch is an idea/business pitch competition with cash prizes.  
Questions? Please contact Steve Goldblatt at [sgoldblatt@imsa.edu](mailto:sgoldblatt@imsa.edu) or 630.907.5800.

**Applications open at [bit.ly/PowerPitchXII](https://bit.ly/PowerPitchXII).**



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## Power Pitch XII

The Illinois Mathematics and Science Academy's Center for Innovation and Inquiry would like to extend an invitation to your school's Entrepreneurship/Innovation Program to participate in our 12<sup>th</sup> annual Power Pitch business/idea pitch competition.

### ENTRY CATEGORIES

Each team or individual may compete in one of the following categories:

**Physical Product:** A tangible product which can be marketed through various channels to retail, wholesale or direct to consumer markets. Product must have a physical presence.

**Digital Product:** A non-tangible product that exists only in a digital space (internet, server, digital storage, app, etc.) Product does not have a physical presence.

**Non-Profit:** An entity that generates revenue, but uses any surplus to further achieve its ultimate objective or public good, rather than distributing it to its shareholders. A non-profit can operate in various settings and may have a physical or digital presence, or both.

*All categories may involve a product or concept that is theoretical or practical.*

Teams or individuals may apply to the competition by submitting a short video pitch or infomercial with the following parameters:

- Cannot be longer than 2 minutes.
- Must include team (or individual) name, product name, category, plus any and all information deemed necessary to give a complete picture of the idea/concept.
- Videos may or may not include (in part or as a whole); live action, Powerpoint with voiceover, animation, or any other format deemed (by the team/Individual and their mentors) to be appropriate, informative, creative or useful.
- A Powerpoint presentation may also be submitted to augment your video. The Powerpoint is not required, but recommended for clarity purposes.
- **Deadline for video submission is Friday, February, 14<sup>th</sup>, 2020, 11:59 PM.**
- Individuals/Teams may submit their video applications to the following link: [bit.ly/PowerPitchXII](https://bit.ly/PowerPitchXII)

All submissions will be randomly assigned to a member of our judging panel and scored according to our submission metric (see below.) The top 30 scores will be notified by February 28, 2020, with an official invitation to the Power Pitch main event on March 28<sup>th</sup>, 2020.

*We turn ideas into impact.*

## POWER PITCH EVENT

### WHEN:

Saturday, March 28, 2020  
9:00 am - 3:45 pm

### WHERE:

Illinois Mathematics and Science Academy  
1500 Sullivan Road, Aurora, IL 60506

Competitors will have the opportunity to pitch their idea/concept twice. First, to a panel of judges comprised of 3 experts in their main category; second, to 3 experts from other (random) categories. The pitch cannot exceed 2 minutes, and there will be another 2 minutes for Q&A.

The Top 3 cumulative scores in each category will advance to the finals. The team/individual with the highest score in each category will receive a check for \$500.

The finalists will then pitch their idea/concept to a panel of venture capitalists and angel investors (Max. 3 min. pitch/3 min Q&A). The top 3 scores will be awarded cash prizes. (Prize amounts to be announced.)

## JUDGING METRIC

### IDEA AND VALUE PROPOSITION

- Innovative Idea
- Clear value proposition

### MARKET AND/OR CUSTOMER SEGMENTS

- Segments are clearly identified and/or outlined
- Understanding of the market segment(s) profiles. Segments have been verified or validated with evidence.

### PRODUCT OFFERING

- Clearly defined and/or described
- Prototype and/or proof of concept

### BUSINESS MODEL

- Activities of the business and/or idea
- Partnerships needed to sustain and/or grow the business
- Pricing and/or revenue streams where applicable

### PITCH PROFESSIONALISM

- Preparedness
- Slides and visual presentation
- Response to questions

### FEASIBILITY

- The idea has the possibility of launch
- Evidence that the person/people behind the pitch has growth plan for growing their business or testing it