

**Pitch Criteria-This is the criteria that you will be using when you create your pitch.**

**Problem-solving:** Can you convince us that there is a problem that you are going to solve?

**Innovation:** Is your solution unique and creative?

**Time limit:** Can you use the whole three minutes in a compelling and productive manner?

**Communication:** Be quick, clever and convincing!

**How viable is your solution?** Could your idea actually be produced and go to Market?

Examples...



The OFFICIAL Sham Wow Commercial Featuring Vince!  
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Elevator Pitch Winner  
7,208 views 3.8K likes 144 dislikes SHARE SAVE ...

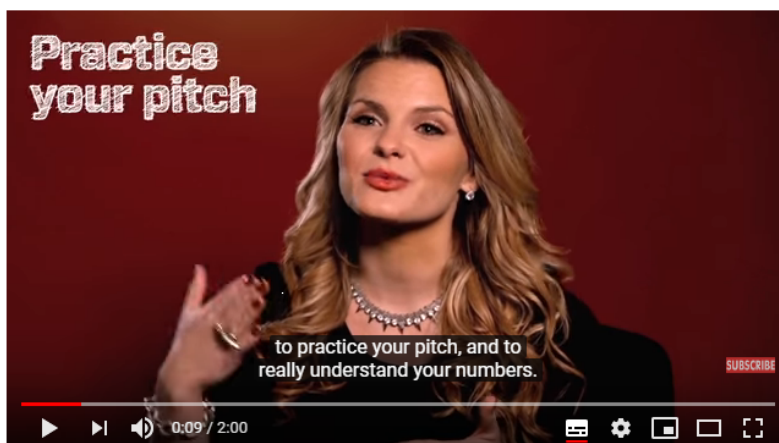
Message Maps... [Pre-PITCHfest Lesson Plan.docx](#)  
Build one while watching this video!



[Message Map: How To Pitch Anything In 15 Seconds | Forbes](#)



# Pitch Advice



Dragons' Best Pitching Advice – Dragons' Den Canada

6,990 views

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## Attachments

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Pre-PITCHfest Lesson Plan.docx