

2012 Bob Mark Elevator Pitch Competition (EPC)

Competition Information / Rules:

- Event will be held **Wednesday, November 7th at 6pm in Fisher 135**
 - o *Be there by 5:45pm to check in*
- You will have 90 seconds to perform your pitch
- Props are allowed ONLY if the prop can fit in an elevator
- View previous elevator pitches in YouTube:
 - o Browse MTU videos at <http://www.youtube.com/businessattech>
 - o Suggested keyword search: "elevator pitch"
- Prizes include: 1st place \$1000, 2nd place \$500, 3rd place \$250, and audience favorite \$200
- Teammates do not all necessarily have to be students
- Teams should be 1 - 3 people, with at least 1 MTU student on stage
- Review the judge's score sheet to obtain the questions you need to answer in your 90 second pitch

Advice from Bob Mark:

- Do not say "we have no competition"
- If you are stating guessed numbers try to use 3, 7, or 9's to make them sound more believable
- Memorize your first and last statements, let everything in the middle flow naturally
- Be confident in everything you say even if it is made up, do not say things like "maybe"
- There is an Audience Favorite prize so invite all of your friends to vote for you!