

## **Rules for the Pitch Competition**

**PhD Open Days at IST, 5 & 6 April 2017**

### **Goals of the competition:**

- Stimulate a culture of innovation and entrepreneurship
- Emphasize the value of the Perfect Pitch speech
- Stress importance of oral communication and public speaking
- Stimulate good performance under pressure
- Stimulate students to think about the bigger picture and application areas
- Empower students to lead

### **Who can apply:**

- Students currently enrolled in any of the doctoral programs of IST that have submitted their application for the Pitch Competition until March 24<sup>th</sup> through the Application Form found at the event's web site

### **General framework of the competition**

- A selection process will choose up to 20 participants that will compete, based on the evaluation of each submitted abstract
- The selected participants will be announced on March 27<sup>th</sup>
- The selected participants must be on location at least 15 minutes before the competition starts
- Pitch competition presentation rules are:
  - 3 minutes pitch duration
  - 3 slides used for the pitch
- The pitch should cover the:
  - Problem/Opportunity: what is the real-life problem addressed?
  - Proposed Solution: what is unique in the proposed approach?
  - Impact: what will be the impact of this work if successful?

### **Evaluation criteria**

- A panel of seven judges will evaluate and judge the pitches on the basis of:
  - Slides quality and information content
  - Substance: clarity and persuasiveness of the argument presented
  - Delivery: attention to tone, volume, pronunciation and pace
  - Non-verbal communication
  - Timing: pitches will be cut off after 180 seconds
- The judges judgment will be expressed in a scale of 1 to 4, as follows:
  - 4 = Excellent presentation on all counts
  - 3 = Very good presentation with minor issues in one or more evaluation areas
  - 2 = Pitch can be significantly improved but is satisfactory overall
  - 1 = Pitch is incomplete and severely lacking in one or more evaluation aspects
- Judges will complete their scoring after the last contestant delivers the pitch

- The final score for each contestant is calculated by summing up each individual score attributed by the judges
- The winner of the Pitch Competition is the contestant that receives the higher final score
- In case of a draw between several contestants, the lowest score received by each of these contestants is sequentially removed until the draw has been eliminated
- The winner, second and third places will be announced at the end of the Pitch Competition Session

### **Prizes**

- The winner will be awarded a certificate plus a free entrance to the next Web Summit to be held in Lisbon (<https://websummit.com>)
- The second and third places will both be awarded with a certificate

### **Date, time and location of the competition**

- April 6, 11h00, Assembly Hall of IST (Salão Nobre)