

Rules for the Pitch Competition

PhD Open Days at IST, 21 & 22 March 2018

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 9** 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 12
- 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

- March 22, 14h00, Assembly Hall of IST (Salão Nobre)