

PITCH CHALLENGE

As entrepreneurs, you will have many possibilities to present or sell your project. However, how many good opportunities will show up? You need to be prepared to jump at every single chance by mastering your elevator pitch. After the “Pitch your Success” presentation, it is now time to act. The pitch challenge will test your capabilities to defend your project and find partners and investors. Two types of performances are proposed:

Mandatory Pitches

- Each day, two teams will have to perform an elevator pitch by answering the following **3 questions**:

1. *What is your project ?*
2. *How is it innovative ?*
3. *How will it improve people’s everyday life ?*

- Participation:** It is mandatory to take part in the event according to the planning.

- Duration:** Your video should not last more than 90 seconds.

- Participants:** Maximum 3 speakers (one for each question) are allowed per film.

- Recording:** You should only use one camera to record the mandatory films. The leaders of each

team will have to look for Vincent to get the camera. Each team can borrow it for a maximum of 30 minutes. Vincent’s office is located at the 4th floor and will be open from 9 am to 4 pm. After 4pm, the participation will be closed.

- Publishing:** All the videos will be published on YouTube and on the ICC website by the organization team.

PLANNING	
Monday, 10	Enumber.me, VocaBoca, 9-99,
Tuesday, 11	PassAround, BodyPose
Wednesday, 12	HYMAS, EmoGen
Thursday, 13	Insight, Connect 4 Business
Friday, 14	BioMod, WxM

Voluntary Pitches

We offer you the **opportunity to produce more videos**, by recording **the evolution of your project day by day**. These films should not last more than 90 seconds and they will be given to Vincent before 4pm max. Only one voluntary pitch per team per day is allowed. The video should focus on a particular aspect of the development of your project: tasks, challenges, change of directions, etc. It is time to show us your enthusiasm and creativity!

Award

Eurofin Hospitality will **award the best communication team with 1 week of communication coaching**. The evaluation will consider the films and their content as the main criteria of the evaluation process. The commitment of the teams through the mandatory and the voluntary performances will be taken into consideration.

We are waiting for the more persuasive and creative team!

Challenge yourself!