National Kaohsiung University of Science and Technology

2022 Student Pitch Competition for Green Products

Pitch to Go Green!   Learn to be an Ecopreneur!

Organizer: Department of English, National Kaohsiung University of Science and Technology

Time: May 25 (Wednesday), 2022, from 12:30 to 16:30

Location: Innovation Lab, Room J001, Basement of the Library Building, NKUST (First Campus)

Objectives:

1. To raise students' awareness and understanding of green products.
2. To enhance students' oral communication and presentation skills in English.
3. To encourage students to be ecopreneurs in the future using the power of business as a force for good to solve environmental and social problems.

Eligibility:

1. Formally enrolled students (excluding exchange students) from the NFUST. **Domestic, foreign, undergraduate and graduate students of all departments are welcome to sign up** for the pitch competition.
2. Register as a team of **2-4 students** (same- and cross-departmental teams are both welcome; domestic and foreign students may team together)
3. Each team must have **an advisor** who is teaching at the NKUST.

Definition of green products：

A green product is a product designed and manufactured in such a manner as to **minimize the adverse environmental impact involved in its production, distribution and consumption**. Green products are usually identified by having two basic goals – **reducing waste and maximizing resource efficiency**. They are manufactured using toxic-free ingredients and environmentally-friendly procedure.

*For more information, please see the website: "What Qualifies a Product to be Green"
https://ecofriend.com/what-qualifies-a-product-to-be-green.html

Competition Rules:

1. Each team has to choose **a green product in the market** or **a green prototype ready to showcase** and then pitch for it. It is advised to assume the judges and the audience as potential investors or customers for their chosen product or prototype.

2. **The composition consists of three parts:**

(1) Poster: Each team has to make a poster promoting their chosen green product or prototype before giving a pitch. The organizer will print out all the teams' posters in advance and **each team will use their poster to pitch for their green product**.

- **Poster size**: 84.1 x 118.9 cm
- **Poster content**: The poster needs to have **the name of the product, the name of the manufacturer, picture(s) of the product, and important features of the product.** The language used for the poster is English.
- **Poster design**: The design of the poster must be **original**. **Plagiarism is absolutely not allowed.**
- **e-Poster file submission due: May 16, 2022, at 5 pm** (Note: No submission or late submission after the due time is considered a withdrawal from the competition).
- **e-Poster file format: PDF**

(2) **Pitch**: Each team will **use the poster made by themselves to pitch for their chosen green product**. In addition, they can use the product itself, pictures, videos, skits, or props to enhance their pitch presentation.

- **Presenters: 1-4 students**. **Each team can decide who and how many members will present the pitch** on the stage. The language used for the pitch is English.
- **Time for the pitch: 3 minutes**. The timekeeper will press a short bell reminder at 2.5 minutes and a long bell reminder at 3 minutes indicating that the presenter(s) must stop the pitch immediately. If the pitch is shorter than 2.5 minutes or longer than 3 minutes, 1 point will be deducted for every 10 second short or in excess.
- **Picture or video submission due:** If pictures or videos are needed for the pitch presentation, each team must submit the e-files (PDF for pictures and MP4 for videos) by **May 16, 2022 at 5 pm**. No late submission will be accepted.

(3) **Q & A**: After each team's pitch, the judges will ask questions based on their pitch presentation. Each team is allowed to take notes while listening to the judges' questions.

- **Responders:** After each team's pitch, **all the members will be invited to go on stage**. **Each team can decide who will respond to judges' questions**. The language used for the response is English.
- **Time for the response: 3 minutes** (not including the time for the judges' questions). The timekeeper will start to record the time of each team's response right after the judges ask questions. The timekeeper will press a short bell reminder at 2.5 minutes and a long bell reminder at 3 minutes to ask the responder(s) to stop the response immediately. If the response is shorter than 2.5 minutes, no points will be deducted. If the response is longer than 3 minutes, 1 point will be deducted for every 10 second in excess.

3. The order of pitch will be **determined by a random draw** conducted by the organizer. No objections to the draw results are allowed. Those who do not appear in the order of pitches during the competition or fail to respond to repeated calls will be considered as automatic abstention.

4. If the performance is below standard, the judges may decide that the awardee is absent.

5. **For the poster and the pitch content, plagiarism is absolutely not allowed and will lead to disqualification for the participation and awards. Proper citation of sources and reference materials is required where necessary.**

6. For any matters not covered above, the organizer shall make a ruling

Scoring:

1. The organizer will invite scholars and industry experts to form a judge panel to evaluate the participating teams' performance.

2. **Scoring Items:**
   - **Poster (content, creativity, visual design):   15%**
   - **Pitch (persuasiveness, innovation, language use):   50%**
   - **Response to judges' questions (relevance, logic, language use):   25%**
   - **Delivery skills (gesture & posture, confidence display, teamwork & demeanor):   10%**

Awards:

1. **First Place**: A certificate of merit and a prize of NT$ 6,000
2. **Second Place**: A certificate of merit and a prize of NT$ 5,000
3. **Third Place**: A certificate of merit and a prize of NT$ 4,000
4. **Honorable Mention** (2-3 teams): A certificate of merit and a prize of NT$ 2,000
5. **Nomination Award** (2-3 teams): A certificate of merit and a prize of NT$ 1,000

All the contestants: A certificate of participation will be issued.

※ Notes:
   - The list of winners will be announced immediately after the competition and posted on the organizer's website.
   - If the number of entries is insufficient, the judges may decide to delete the Honorable Mention and Nomination Awards

Registration:

1. Complete the online registration **from now until May 11, 2022 (Wednesday), at 5 pm**.

   Only a tentative title and basic information about the contestants and the advisor are needed. **We accept maximum 25 teams for the pitch composition**. Please sign up at your earliest convenience. *Registration URL: https://forms.gle/wHTUZN5YSy9SYw6Z9

2. After registration, each team has to **submit their finalized title** and **the e-poster file** (PDF) by **May 16, 2022, at 5 pm**. If pictures or videos are needed for the pitch, they must submit the e-files (PDF for pictures and MP4 for videos) by May 16, 2022, at 5 pm too. **No late submission will be accepted**. *File Upload URL: https://forms.gle/Pa5Z4LRNQGrTzmSw8

Important Notes:

1. All the participants who register for the composition shall be deemed to have accepted the regulations, rules and scoring results announced by the organizer. In case of violation, the organizer may cancel the eligibility or award qualifications of the participants.

2. The participating teams guarantee that the information provided will not infringe the intellectual property rights of others. If misrepresentation or infringement occurs, the organizer has the right to cancel their participation and award qualifications. The teams who infringe the intellectual property rights shall bear all relevant responsibilities.

3. The relevant intellectual property rights of all materials generated by the participating teams during the composition (e.g., posters, pictures or videos) are owned by the original participating team members. However, they must be authorized for use by the university free of charge.

4. The contestants' performance in pitching and responding to the judges' questions will be videotaped. All the images and voices in the videotapes can be duplicated, converted, and edited in print and digital formats for the educational purposes. The winning teams' videotaped performance will be posted on the organizer's website after the consent is obtained.

5. For the purpose of contacting, the university collects the participants' names, phone numbers, departments, e-mail addresses and other personal information within the region and time span of the contest.

6. In the case of force majeure during the contest, the organizer reserves the right to change the content, cancel or reschedule the contest.

Contact Us:

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Recommended Websites:

- 12 Easy Steps to a Perfect Pitch https://www.americanexpress.com/en-us/business/trends-and-insights/articles/12-easy-steps-to-a-perfect-pitch/

- How To Create A Pitch Deck https://www.forbes.com/sites/alejandrocremades/2018/03/02/how-to-create-a-pitch-deck/?sh=35d4520456c0

- How to make your business pitch deck stand out from the rest https://www.bplans.com/downloads/free-download-investor-pitch-templates/

- What is an Ecopreneur?   https://www.bag-affair.com/what-is-an-ecopreneur/

- How To Be A Successful Ecopreneur   https://greenbusinessbureau.com/blog/how-to-be-a-successful-ecopreneur/

  An "ecopreneur" is an entrepreneur focused on creating and selling environmentally-friendly products and services. Ecopreneurship is a new way of doing business – a way to create sustainable business models, and work together with (and for) the environment.