

Junior Executive Challenge, 4/21/2020 @ Greenville Convention Center**Information for Pitch Sponsors****Audience composition:**

- 60% high school students: 80% of these students have completed the JA Career Success or JA It's My Job programs focusing on work readiness skills. 18% of these students have completed the JA Titan program focusing on running a business. 2% of the students will have participated as interns in the Launch Greenville program.
- 39% representatives from the business community
- 1% educators

Evaluation of pitches:

- At the end of each pitch, all members of the audience will rate the pitch online via cell phone
- Evaluation criteria will be given to pitch presenters

Suggested pitch outline/format:

- Identify the problem, opportunity, and/or need that your company/industry addresses
- Articulate the value proposition (with description of your product or service)
- Describe your business model (in layman's terms!)
- Cite your competitive advantage: how are you better/different?
- Describe the work environment: what is it like to work at your company/in your industry?

Suggested pitch tone:

- Incorporate humor and fun into a message the audience will remember
- Be entertaining, passionate, and interesting
- Make your message compelling enough to interest high school students
- Enhance by using visuals (can accommodate videos, music, PPT)

Pitch Guidelines and Logistics:

- Time limit: 3 minutes
- Stage will be located in the center of 45-60 round tables with 10 people each
- No podium
- AV available:
 - Stationary, hand-held, and body mikes
 - PPT, videos will be uploaded the week of April 15. (YouTube or other sites dependent on WiFi are not recommended for this facility.)

Timeline

Pitch presentations should be submitted by April 1, 2020.

April 21, 2020 (subject to change)

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| 9:45 | Exhibitors open for students |
| 10:15 | Welcome and Remarks |
| 10:30 | Student Pitch Competition begins |
| 10:50 | Keynote speaker |
| 11:15 | Lunch with students |
| 12:30 | Corporate Pitches begin |
| 1:25 | Closing Remarks (conclude by 1:45) |