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ERASMUS+ PROGRAMME, KEY ACTION 2  
CAPACITY BUILDING IN HIGHER EDUCATION

BEEHIVE INTERNATIONAL PITCH EVENT

11<sup>th</sup> September 2019

GUIDELINES

- 1) Each startup team must prepare a “5-minute pitch” (max) to demonstrate the value of their product idea and/or project case.
- 2) The presentation material shall be limited to maximum of 12 slides only.
- 3) The presenter will be notified during the last 2 minutes of his/her presentation time.
- 4) The pitch will be cut-off/stopped in case the presenter will exceed 5 minutes.
- 5) Presenters must be in smart casual attire.
- 6) The award criteria for selecting the top 2 teams that will represent each HEIs will be as follows:

Criteria	Weight	Description	Rating				
			1	2	3	4	5
<b>Innovation</b>	30%	<i>The product/ service solves a specific problem and challenges a status quo</i>	The product/ service does not solve any problem and does not challenge a status quo	The product/ service shows poor solution to a problem and fairly challenges a status quo	The product/ service solves a problem and somewhat challenges a status quo	The product/ service solves a specific problem and challenges a status quo	The product/ service definitely solves a specific problem and greatly challenges a status quo
<b>Creativity</b>	30%	<i>The idea is unique and novel and different from the alternative offered in the market</i>	The idea is not unique and novel and is not different from the	The idea is a little unique and novel and a little different from the	The idea is somewhat unique and novel and a little different	The idea is unique and novel and different from the alternative	The idea is very unique and novel and very different from the

			alternative offered in the market	alternative offered in the market	from the alternative offered in the market	alternative offered in the market	alternative offered in the market
<b>Sustainability</b>	20%	<i>The team can find resources to develop and build the product and has the capability and skills to bring the idea forward</i>	The team cannot develop and build the product and does not have the capability and skills to bring the idea forward	The team may have difficulty finding resources to develop and build the product and only one member has the capability and skills to bring the idea forward	The team can find resources to develop and build the product but only a few members has the capability and skills to bring the idea forward	The team can find resources to develop and build the product and has the capability and skills to bring the idea forward	The team can find plenty of resources to develop and build the product and has outstanding capability and skills to bring the idea forward
<b>Quality of Pitch</b>	20%	<i>The presenter displayed thorough mastery of the pitch and presented well-prepared visuals</i>	The presenter lack presentation of the pitch and presented very poor visuals	The presenter displayed partial presentation of the pitch and presented poor visuals	The presenter displayed satisfactory presentation of the pitch and presented acceptable visuals	The presenter displayed above satisfactory presentation of the pitch and presented good visuals	The presenter displayed outstanding presentation of the pitch and presented excellent visuals