

Virginia Youth Entrepreneurship Strategies
Pitch Challenge
Rules & Eligibility 2022-23

Virginia Youth Entrepreneurship Strategies (YES) reserves the right to update these rules at any time. Every attempt will be made to notify applicants of any modification to this document; however, it is ultimately the responsibility of the YES Pitch Challenge applicants to stay current with YES Pitch Challenge Rules and Regulations by visiting <https://v-post.org/yes-pitch-challenge/>

Eligibility

- Applicants must be participating in an out-of-school time program (grades 6-12) in the 2022-23 academic year.
- Applicants must reside in the state of Virginia
- Applicants may work in teams of one to four students. Team entries will be submitted via a team captain.
- Video entries should be no longer than 90 seconds. It is recommended that entries be no shorter than 30 seconds. Video entries must be uploaded to Google Drive or YouTube with public viewing enabled.
- The deadline for submission is May 15th, 2023 at 11:59 p.m.

Permission and Media Consent

- Applicant's parent/guardian must grant permission for Applicant to enter YES Pitch Challenge by completing the electronic permission form when Pitch video is submitted.

Pitch Criteria

- The proposed pitch idea can be any type of business – a product business, a service business, a technology business, or a social enterprise that helps people or the environment.
- Entries will be judged on the Creativity of the idea, business name and video; the Persuasiveness of the elevator pitch; and the Overall Quality of the idea, pitch and video.

Prizes

- Three (3) winners in each age group will be selected and will receive a \$100 that will be delivered via mail to a preferred address provided by the winner. Team entries will receive one prize to be split among team members.

Judging

- Applicants will complete an entry form and submit a video, up to 90 seconds, or will submit their video to the competition via their teacher/ program leader. Applicants who submit incomplete entry forms, and entries that do not meet the requirements under the rules, will be disqualified.

- Electronic submission: Virginia YES Pitch Challenge entries must be submitted by 11:59 p.m. on May 15th, 2023.
- Submissions will be reviewed and judged based on the following criteria in the judging rubric from the Pitch Challenge Toolkit:
 - Creativity of the idea, business name and video
 - Persuasiveness of the elevator pitch
 - Overall Quality of the idea, pitch and video.
- Winners will be selected by a group of independent judges. Notification to finalists will be provided via email to the teacher/ program leader by the end of May 2023 and announced on the Virginia Partnership for Out-of-School Time (VPOST) website.