



Big Idea Pitch

Featuring special guest judge Daniel Choi of the Financial Wake Up Show

This contest will be a special event at the ACLA Communication Arts Invitational on Saturday, December 9. To participate in this event, students must register for Pattern D on [forensictournament.net](https://www.forensictournament.net). This special event will be held from 5:30 to 6:30 PM. Contestants will develop a conceptual product and pitch their idea to a panel of judges. The entry fee for this event is \$45 per team.

<https://www.forensictournament.net/ACLAINVITATIONAL/17>

Rules

Time limit: 10 minutes

Groups can contain up to 3 members

Presentations must include the elements below

1. What the product is
2. Target market (who they would sell to)
3. Materials to make it
4. Costs (variable costs, fixed costs)
5. Competition
6. What makes their product better?
7. What problem does their product fix?

Contestants are allowed to use presentation software for this event. For efficiency, we are limiting the use of presentation software to google slides and the presentation must be shared with aclaforensics@gmail.com no later than December 7. (A model of the product is not needed for this event.)

Entries will be judged on

1. Inclusion of the 7 elements described above
2. Innovation and creativity
3. Feasibility, how likely is the product to work or sell