

## **AUDIENCE CHOICE AWARD**

### VIDEO PITCH INSTRUCTIONS

#### **Audience Choice Award**

To build excitement for the finale event and to give your company greater exposure, Alabama Launchpad has added a video voting contest, known as the Audience Choice Award. The voting period will take place after the first pitch featuring only the finalists. The Audience Choice Award winner will be determined by online “votes” from a brief pitch video each company tapes at the first pitch event. The winner will receive \$1,000 and be recognized as the startup competition Audience Choice winner. This amount will be added to the judges’ award. If a team isn’t awarded funds by the judges, the finalist will still win the \$1,000. Your job is to prepare a one minute elevator pitch that explains what your company is about and convince voters to pick your video. Online voting will allow one vote per company per day for each website visitor.

#### **Pitch Elements**

- Make the case why your company should be the audience choice winner
- Describe your product/service
- Describe the market you are pursuing
- Describe your market size

Please come prepared at the first pitch event to make a one minute elevator pitch in three takes or less about your company and service/product.

#### **Goal**

Make a compelling one minute elevator pitch to the general public to win \$1,000.