

nfte **YOUTH ENTREPRENEURSHIP CHALLENGE**

CONGRATULATIONS on making it to the first step on the road to the NFTE 2025 Youth Entrepreneurship Challenge!

You have already demonstrated a strong entrepreneurial mindset and promising business concept in your NFTE classroom. We are excited to welcome you to the competition.

To check if you're ready to submit your materials online, read the guidelines below.

COMPETITION GUIDELINES

WHO IS ELIGIBLE TO COMPETE?:

- You must have completed your NFTE course during the 2024-2025 school year.
- You must complete an Opportunity Pitch Deck of your written Business Plan and have recorded a video (through Zoom or similar) of yourself presenting your slide deck.
- You must be prepared to attend the final round and present your pitch live to a panel of judges (check with your teacher or NFTE staff for the date for your region!)

GETTING ALL THE INFO TOGETHER:

First make sure you have all the information you will need to complete the online submission form, which includes:

- Your business name, school name, and teacher name
- The Mission Statement for your business
- A short description of your Product or Service
- For all team members, you must include:
 - First Name, Middle initial (if applicable) and Last Name
 - Date of Birth
 - An email address and (optional) phone number
 - Their role within the business
 - What 5 words (or less) would they use to describe themselves?
- Your Opportunity Pitch Deck (in PowerPoint or PDF format only)
- A downloaded copy of the Video Recording of your pitch (you will have to upload it)
- Your business logo (in .jpg or .png format)
- IF APPLICABLE: if there is a video or sound file embedded in your deck, a copy of that file must be uploaded with everything else.
- OPTIONAL: Your Executive Summary (from your written business plan), a prototype sketch or other supporting document.

IMPORTANT: If you are part of a business team, ONE person should be the primary submitter, and you will have to enter the partner's name, birthdate, email and phone as well as your own, so you should have that information handy **before beginning your submission.**

HOW TO PREPARE YOUR DOCUMENTS FOR UPLOAD:

Using your final lean canvas, finish your Slide Deck (and Executive Summary, if you completed one). You should save these exactly as you have been instructed by NFTE staff and your teacher and be ready to upload them as either a PDF or PPT. If you have ANY questions about format **please review the Presentation Guide** carefully before you begin.

TIPS FOR RECORDING YOUR VIDEO PITCH:

Record yourself giving your pitch as if you were doing it at a live competition. You should dress professionally and ensure that you can be seen/heard in the video, along with your pitch deck slides - at the same time. If your school district has a policy that does not allow for video recordings of students, you may record a voiceover pitch while screensharing your pitch deck - but only if instructed to do so by your NFTE teacher.

Remember - your pitch should be just the way you would present it live. Pitches should ideally be a one-take recording. Pitches cannot be an edit of different takes! Any pitch video that does not follow the guidelines will be sent back to the student for a new recording. You can use tools like Zoom, Skype, Google Hangouts, or any other video recording tool that you can access, like your computer, phone, tablet or other video recording app.

NFTE requires students to upload their recorded video as part of the submission! Make sure you have downloaded your final version to your computer so you can upload it. We will not accept a link to a video in another location.

TO SUBMIT:

When your documents are ready, go to the Submission Link for your competition, click the blue button on the right to **LOGIN AND APPLY**, and then you can begin your submission. You will need to create a password in order to log back in and edit your submission or check on anything – please make a password that you can easily remember (a good idea is a phrase with some numbers like ***FutureWinner\$2025***)

START EARLY! Once you begin, you can save your submission and log out of your account any time, but you must complete all required portions and hit that final **SUBMIT** button before the deadline to be considered part of the competition. If you miss the deadline, we can't help you – so start early by entering the names and basic details for your team members now!

If you have any questions, contact your regional NFTE staff or for help (and don't forget to identify who you are, and where you are from, in the email).

Business Plan Pitch Deck Presentation Guide

As a challenge participant, you agree to abide by the following rules and guidelines:

Formatting Rules:

- Presentations **MUST** strictly adhere to the **Opportunity Pitch Deck Template**.
- Presentations **MUST** be uploaded as either a **PowerPoint (PPT) or PDF file**.
- Presentations **MUST** embed any video or sound files in the PowerPoint correctly, and submissions **MUST upload a copy of any video and/or sound files**.
- Presentations **MUST use standard fonts** which will be sure to work on any computer. Points will be deducted for unsupported fonts. A list of fonts supported by Office may be found online: <http://support.microsoft.com/kb/2800393>
- Presentations **MUST NOT** be a custom size (only “widescreen” or “standard”)
- Presentations **MUST NOT** include timing to change slides.
- Presentations **MUST NOT** use animation to hide additional images/data.
- Presentations **MUST NOT** incorporate Flash features.

Competition Format:

- Each presenter will have **7 minutes** to present. Time limits are strictly observed.
- If you present in Zoom for a semi-final round, you may be asked to say “next slide” to advance your deck in competition. When presenting live, you will hold the clicker.
- The timing of a presentation will not begin until **AFTER** you, the competitor, have had a chance to introduce yourself to the judges.
- Upon completion of the presentation, the judges will have **3 minutes** of question and answer with the competitor, also timed. (final round judges have **5 minutes**).

Opportunity Pitch Deck Formatting Standards

The order of slides **may not be changed**:

1. Title Page (Name of Business)
2. Problem/Opportunity
3. Value Proposition
4. Underlying Magic
5. Target Market
6. Marketing Plan
7. Competitive Analysis
8. Qualifications
9. Cost Structure
10. Current Status & Future Plans
11. Final Slide/Thank you (Title Page)

If there is an embedded video or .gif in your deck, please also upload that as an attachment.

Extra or missing slides will result in deduction of points per day until they are corrected.

Files must be saved as PowerPoint or PDF files only. Other formats are not permitted.

NAME YOUR FILE LIKE THIS: Yourlastname_Businessname_PitchDeck2024.ppt (or .pdf)

Pitch Video

You must record yourself presenting your pitch deck so that the judges can hear and see your presentation. It should be recorded as one smooth presentation of 7 minutes (or less), with no editing. We recommend you practice a few times before the final recording! If you advance to the semi-finals, you will be presenting live or over Zoom, so this is good practice for that, too.

Both the slides and the face(s) of the student presenter(s) MUST BE VISIBLE.

When you submit your Pitch Deck the NFTE team will review to ensure that all the above rules have been followed, with particular attention to the list below.

- 1. All your materials must be submitted on time.**
- 2. Number of slides must exactly match the Pitch Deck Template.** Remember: Using animation to embed multiple slides within one slide is NOT PERMITTED.
- 3. Slides must be in the same order as the Pitch Deck Template.** If your final deck is out of order, we will edit it and you must present in the correct order.
- 4. You must use standard fonts (for Microsoft).** If you use a non-standard font, it will be automatically replaced, and your slides could look strange. You will not be able to fix this.

Opportunity Pitch Deck Formatting Standards

Recommendations:

- DO** use **bright colors** and images to personalize your presentation. Images can tell the story better than words!



- DO NOT** put small figures or words in white or light-colored type on a dark background in your tables – **this can be very difficult to read from a distance.**

- **DO NOT** use **MANY different font styles** – it is distracting.
- **DO NOT use animations** to change slides, etc. during your presentation. They are difficult for the judges to watch and often don't work on different computers. If there are too many animations in your presentation, we may require you to disable them. They also don't show up on a PDF.



- **DO NOT** use "fit text to frame," which may not work if your fonts are incompatible with the presenting computer.

- And

**Be careful with
the spacing
between lines in
each text box.**



Embedding Video into your PowerPoint Presentation: Supported Video Formats

PowerPoint accepts some kinds of video files and not others. We recommend that you use .MP4 files encoded with H.264 video (a.k.a. MPEG-4 AVC) and AAC audio. We can also support .WMV files. **There will only be Windows PCs at the NFTE competition.** Videos should be in a format that PowerPoint recognizes without any hiccups, thus **converting other formats** to either WMV or MP4 is the best plan.

We cannot guarantee that other formats will be supported.

The video should have the same aspect ratio as the slide deck, or it could look distorted when it plays. NFTE PowerPoint slide shows have an aspect ratio of 16:9, but we also accept 4:3, and the typical standard for movies (640 x 480 resolution) also has a 4:3 aspect ratio.

Video must be embedded, not linked. Smaller video files are always easier to handle, so it's a good idea to **compress** them before you embed them! Here's a free online video converter you might want to use: <https://clipchamp.com/en/video-converter> (free converted videos may contain a watermark).

Making files smaller and changing them into a PowerPoint-compatible format will reduce possible errors and unplayable clips. You still must make sure that videos you embed inside a presentation are available in their original folder.

It's safest to copy all videos you want to use into the same folder on your device that the ppt or pptx file is in and treat the whole package as one archive to ensure they always stay together. That's how NFTE will store them. Make sure to send both the PowerPoint with video embedded AND the video as a separate file, to guarantee we can play it if something isn't working.

HOW TO Embed a video

1. In **Normal** view, click the slide that you want the video to be in.
2. On the **Insert** tab, click **Media**, and then **Video**, and then choose **This Device**.
3. In the **Insert Video** box, click the video that you want, and then click **Insert**.

HOW TO Preview a video

When a video is selected on a slide, a toolbar appears below the video that has a play/pause button, a progress bar, incremental forward/backward buttons, a timer, and a volume control. Click the **Play** button at the left of that toolbar to preview the video.

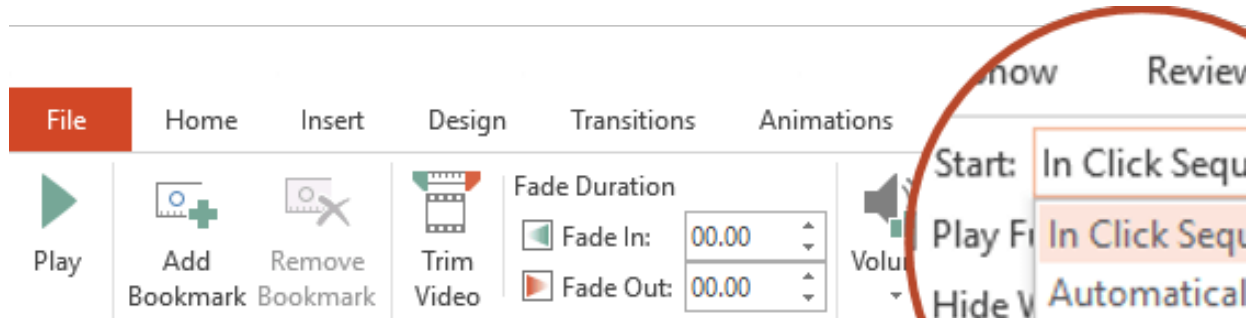


HOW TO Play a video automatically or when clicked

By default, in Slide Show, the video plays as part of the click sequence. That means that when you click anywhere on the slide to advance to the next step (or when you press the Spacebar, Right arrow key, or other key that advances to the next step) the video plays. This **Start** option is called **In Click Sequence**.

But if you prefer, you can make the video start automatically as soon as it appears onscreen, or make it play when it is clicked:

1. Select the video frame.
2. On the PowerPoint 2016 ribbon, on the **Video Tools Playback** tab, open the **Start** list and choose the option you prefer:



Option	Description
In Click Sequence	This is the default behavior, as described above. When you click anywhere on the slide to advance to the next step, the video plays.
Automatically	The video starts automatically. (If there are animation steps before it, the animation steps will play first and then the video starts playing automatically. If there are no other animation steps before the video on the slide, the video begins playing immediately.)
When Clicked On	The video starts only when it has been clicked.

REMEMBER – when you send your PowerPoint to NFTE you will also have to send the video file as a SEPARATE FILE, or we cannot guarantee it will play. Make sure to include the video when you send your PowerPoint!!