



Product Innovation Pitch

Sponsored by Joshua Wendrickx

Do you have an idea you would like to bring to market but aren't sure where to start? This is your chance to share your idea and receive feedback from industry professionals.

Make a Pitch at the Michigan College DECA Conference – Saturday afternoon

Who Can Participate

Open to all Michigan College DECA Conference student attendees. Individuals or teams (up to X members) may pitch.

Pitch Requirements

Bring:

- A **prototype** (physical, digital, or conceptual mock-up)
- A **slide deck (5–7 slides recommended)** explaining:
 1. The **problem** your product solves and why it is needed
 2. The **target niche/market** and market size
 3. Estimated **budget and costs** to bring it to market
 4. The **manufacturing or production process** (materials, timeline, complexity)
 5. The **current status** of the project (idea, prototype, testing, etc.)
- Be prepared to **present in 2 minutes or less.**

Judging Criteria

Pitches will be evaluated on:

- Innovation and originality



- Clear identification of a real market need
- Feasibility of production and launch
- Financial realism
- Clarity and effectiveness of the presentation

A panel of manufacturers, entrepreneurs, and educators will serve as judges.

Awards

The **top three ideas** will be recognized during the awards program.

One selected idea will **receive \$500 in start-up funding** and follow-up support.

Intellectual Property

Participants retain full ownership of their ideas.

3. Summary: What you were missing

Category Missing Piece

Judging No evaluation criteria

Audience No clarity on who judges are

Format No slide limits or structure

Trust No IP/ownership statement

Clarity Typos and vague wording

Logistics No eligibility or next steps