



## 2021 ASME Elevator Pitch Competition

### Rules & Guidelines for ASME E-Fests®

**ATTENTION E-FESTERS! Please read this important announcement about ASME E-Fests® in 2021**

ASME is excited to host a second [E-Fest Digital](#) on April 24, 2021. E-Fest Digital will include career and professional development content, digital competitions (including the Human Powered Vehicle Challenge, the Student Design Competition, the Innovative Additive Manufacturing 3D Competition, the Oral Competition, the Environmental Systems Division Oral Competition and the Elevator Pitch Competition) and much more! Questions may be directed to [efests@asme.org](mailto:efests@asme.org).

We encourage students, competitors, and faculty members to take advantage of the learning experiences provided by both our competitions and other digital offerings throughout the year. Questions may be directed to [efests@asme.org](mailto:efests@asme.org) and a digital calendar is posted on <https://www.asme.org/conferences-events/events> (sort by audience type students/early career engineer) with lots of information.

All ASME conferences, meetings and events scheduled through December 2021 are being planned as virtual only, enabling everyone to enjoy the full benefits of participation via our virtual event solutions with no physical presence required. ASME will not have any physical or in-person events during this time but will continue to deliver the insights and expertise that our community depends upon. For more information about ASME's virtual approach to events and meetings, visit <https://www.asme.org/anywhere>.

Students are encouraged to download E-Fest competitions rules at <https://efests.asme.org/competitions> for our 2021 Digital events.

Additionally, ASME will be hosting a series of year-long digital events including a [Student & Early Career Town Hall](#) (Feb. 4, 12:00 pm – 1:15 pm EST), webinars and other competitions. Please visit <http://efests.asme.org> for more details.

***Please read and follow all information below to create a valid Elevator Pitch entry for the competition.***

What is an Elevator Pitch?

An elevator pitch of 90 seconds or less is intended to “sell” your ideas and skillset to a potential employer, decision maker, or influencer. You only need to provide enough details during the presentation to entice your audience to meet with you again for a more detailed conversation. In other words, you want to compel the audience to bring you back for a further conversation.

1. Competition Type
  - a. This is an “individual” (not a team) competition.
2. Competitors
  - a. Must be registered for ASME E-Fest Digital AND registered for the competition. Competition registration will open in January.
  - b. ASME membership is not required to compete.
  - c. Must be enrolled as a full-time undergraduate student in any engineering program of study at their school. Any individual that is currently a full-time student, enrolled for the next upcoming semester/quarter, or has been enrolled for the previous semester/quarter, but graduated no earlier than six months prior to the competition date, is eligible to fully participate in the competition.
3. Presentation of your Elevator Pitch will be live via Zoom:
  - a. E-Fest Digital presentations will be presented and judged live via a virtual platform in advance, recorded, and shared during the E-Fest Digital where winners will be announced
  - b. The live (via Zoom) digital presentations event will occur on **March 27, 2021**. Exact schedule will be determined in early March.
  - c. Event dates will be posted on the E-Fest website  
<https://efests.asme.org/competitions/elevator-pitch-competition-new>

4. Pitch Format and length
  - a. Competitors must announce their Name, Grade, Engineering Major and College / University at the beginning.
    - i. Example: "Hello. My name is Sally Smith. I am a senior mechanical engineering major at X University"
  - b. Competitors must present in English
  - c. **Pitch may not exceed 90 seconds**
  - d. PowerPoint Slides are **not** permitted
  - e. Props and notes are **not** permitted
  - f. Questions and Answers are **not** permitted
  - g. The pitch must be based on the 2021 Topic / Challenge Statement
  - h. This competition will have a capped number of **50 competitors** per event and registrations will be accepted on a first come, first serve basis.
5. Judging Criteria:
  - a. Approximately 3-5 judges will evaluate each Elevator Pitch
  - b. Each judge will use a predetermined / uniform scoresheet
  - c. Winners will be announced at the E-Fest Digital
  - d. Judging Criteria includes but is not limited to:
    - i. Answering the "Challenge Statement"
    - ii. Keeping on time (you will be penalized if you go over 90 seconds)
    - iii. Speaking Ability
    - iv. Creativity
    - v. Power of Persuasion
6. Prizes:
  - a. 1<sup>st</sup> Place - \$250.00
  - b. 2<sup>nd</sup> Place - \$150.00
  - c. 3<sup>rd</sup> Place - \$75.00

## Questions?

If you have questions about the Elevator Pitch rules, email [efests@asme.org](mailto:efests@asme.org)

## Challenge Statement 2021

You find yourself in the company elevator overhearing the CEO and CFO discussing how difficult they are finding it to remotely operate and engage the company employees and engineers. They even stated that it is costing the company more than pre-COVID as the output efficiency decreased.

However, in your mind, you have a different opinion. For you, even though the COVID-19 pandemic and national lockdowns have been hard on the world's economies; and the accompanied digital transformation has been very disruptive, it has changed the operating models of most companies mitigating the losses that such a pandemic would have had in a different era.

You have a maximum of 90 seconds to interject into their conversation, share your opinion about digital transformation and make your elevator pitch statement stand out. How will you succinctly tackle the conversation and gain the CEO's and CFO's interest and potentially alter their point of view?