

Video Pitch Guidelines

As part of the *NEOventions Bench to Bedside* competition, each team is required to prepare and submit a **3–5 minute elevator pitch** of their project. This video pitch is due two weeks prior to competition day (**April 6, 2026**) and will help judges and mentors gain an early understanding of your innovation. Contact neovationsb2b@neomed.edu with questions or concerns.

I. Purpose of the Elevator Pitch

An elevator pitch is a concise, engaging presentation that communicates:

- The problem your project addresses
- Your innovative solution
- Its potential impact on patients, healthcare providers, or the medical system
- Why your idea matters

Think of it as your chance to make a strong first impression.

II. Content Guidelines

Your pitch should include:

1. **Introduction**
 - Introduce your team and your project name.
 - State the problem you are addressing.
 2. **The Problem**
 - Explain the clinical or healthcare challenge.
 - Highlight why it is important and who is affected.
 3. **The Solution**
 - Describe your innovation clearly and concisely.
 - Emphasize what makes it unique.
 4. **Impact & Value**
 - Explain how your idea improves patient care, outcomes, or efficiency.
 - Mention potential benefits such as cost-effectiveness, accessibility, or innovation.
 5. **Conclusion & Call to Action**
 - Summarize the key takeaways.
 - End with a confident closing statement.
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III. Format & Style Tips

- **Time limit:** 3–5 minutes (strict).
 - **Delivery:** Choose the format that best suits your team:
 - Recorded PowerPoint with voiceover
 - Zoom or other virtual presentation tool (See Website For Bench to Bedside Background)
 - Live-recorded video pitch
 - **Engagement:** Speak clearly, stay professional, and be enthusiastic.
 - **Clarity:** Avoid excessive jargon; make sure a broad audience can understand.
 - **Visuals:** If you use slides, keep them clean, simple, and easy to read.
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IV. Technical Requirements

- **File type:** MP4
 - **File naming convention:** YourProjectName_ElevatorPitch.mp4
 - **Submission:** Upload your file by the deadline (instructions will be provided).
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V. Tips for Success

- Practice your pitch multiple times.
 - Time yourself to stay within the 3–5 minute window.
 - Record in a quiet space with good lighting and minimal distractions.
 - Test your file before submission to confirm audio and video quality.
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VI. Deadline

- All elevator pitches must be submitted **two weeks prior to competition day (April 6, 2026)**. Late submissions will not be accepted.

Please direct any questions or concerns to neovationsb2b@neomed.edu