

2025–2026 Competitive Events Guidelines

Entrepreneurship Pitch Competition



Entrepreneurship Pitch Competition recognizes members who can effectively present a compelling case for a new product, service, or business venture. Through a live presentation, members showcase their innovation, business planning, and persuasive communication skills in a pitch format.

Event Overview

Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Presentation
Event Elements	Pitch Presentation

Educational Alignments

Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

<i>Items Competitor Must Provide</i>	<i>Items FBLA Provides</i>
- Technology and presentation items Photo identification - Conference-provided nametag - Attire that meets the FBLA Dress Code	Table

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- State Entry Limits:** Each state may submit up to four entries per event.

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- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 5 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.

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- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the pitch

- **Problem Identification & Market Opportunity:** Clearly explain the problem being solved and who is affected. Show understanding of the target market and validate the opportunity.
- **Business Concept & Innovation:** Present a unique, feasible business idea with clear differentiation from existing solutions.
- **Value Proposition & Customer Benefit:** Articulate the benefits to customers and explain why people would choose this product/service over alternatives.
- **Business Model:** Describe how the business will generate revenue, including pricing, sales, and distribution strategies.
- **Feasibility & Financial Thinking:** Address startup needs, basic cost projections, potential profitability, and financial sustainability.
- **Marketing & Growth Strategy:** Outline how the business will reach customers and grow (e.g., social media, partnerships, promotions).

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

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Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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Entrepreneurship Pitch Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem Identification & Market Opportunity Clearly explain the problem being solved and who is affected. Show understanding of the target market and validate the opportunity.	<i>No clear problem is identified; no mention of target market or opportunity</i>	<i>Problem is vaguely defined or lacks depth; limited or unclear identification of target market or business opportunity.</i>	<i>Problem is clearly explained with basic relevance to the target market; some evidence of market opportunity is presented.</i>	<i>Problem is thoroughly defined and well supported with evidence; demonstrates strong understanding of target market and convincingly validates the business opportunity.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Business Concept & Innovation Present a unique, feasible business idea with clear differentiation from existing solutions.	<i>No business idea is presented, or concept is unclear and lacks innovation.</i>	<i>Business idea is vague or derivative; limited explanation of how it differs from existing solutions.</i>	<i>Business concept is clear and feasible; demonstrates some innovation or differentiation from similar offerings.</i>	<i>Business idea is unique, clearly presented, and highly feasible; strong innovation and clear value differentiation from existing solutions are evident.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Value Proposition & Customer Benefit Articulate the benefits to customers and explain why people would choose this product/service over alternatives.	<i>No clear value proposition is provided; customer benefit is not addressed.</i>	<i>Value proposition is vague or generic; limited explanation of how the offering benefits customers or stands out.</i>	<i>Value proposition is clear and explains how the product/service benefits customers; some differentiation from alternatives is provided.</i>	<i>Value proposition is compelling, clearly articulating unique customer benefits and strong reasons why customers would choose this over competitors.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Business Model Describe how the business will generate revenue, including pricing, sales, and distribution strategies.	<i>No revenue model or strategy for generating income is presented.</i>	<i>Revenue model is unclear, incomplete, or lacks connection to pricing, sales, or distribution.</i>	<i>A basic business model is presented with general information on pricing, sales, and distribution.</i>	<i>Business model is clearly defined and well thought out, with specific and realistic strategies for pricing, sales, and distribution that align with the business concept.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Feasibility & Financial Thinking Address startup needs, basic cost projections, potential profitability, and financial sustainability.	<i>No financial considerations or startup needs are addressed.</i>	<i>Provides vague or unrealistic estimates of costs, profitability, or financial needs; lacks a sustainable plan.</i>	<i>Outlines basic startup costs, potential for profitability, and includes general financial planning.</i>	<i>Clearly presents realistic startup needs, cost projections, revenue potential, and a sustainable financial path supported by logical reasoning.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Marketing & Growth Strategy Outline how the business will reach customers and grow (e.g., social media, partnerships, promotions).	<i>No marketing or growth strategies are discussed.</i>	<i>Mentions general ideas for outreach but lacks clarity, specificity, or feasibility in execution.</i>	<i>Describes basic marketing channels and growth strategies that align with the business concept and target market.</i>	<i>Clearly outlines well-researched, creative, and targeted marketing and growth strategies using appropriate platforms, partnerships, or promotions, showing strong understanding of customer engagement and scalability.</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Persuasiveness of the Pitch	<i>Pitch lacks clarity and fails to convey the value or potential of the idea. No persuasive elements are present.</i>	<i>Pitch is somewhat clear but lacks enthusiasm, confidence, or convincing support for the business idea.</i>	<i>Pitch is clear and confident, providing logical reasoning and support that makes the idea believable and appealing.</i>	<i>Pitch is compelling, confident, and highly persuasive. Delivers a strong call to action and creates clear excitement and belief in the business's success.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated, appropriate business language used	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized, and business language used</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	<i>Competitor(s) Did Not Follow Guidelines</i>	Execution Aligned with Guidelines: (All criteria must be met) ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers ✓ Avoided use of food or live animals			
		0 points	10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (120 max)					
Name(s):					
School:					Section:
Judge Signature:					Date: