



GRADUATE ORIENTATION Pitch Competition

August 25, 2025

Welcome! Your new career journey continues at orientation with Graduate Career Development (GCD). Today is an opportunity for you to develop and deliver a 30-second pitch about your story and value proposition. Specific pitches voted on by you will be presented to our judges, providing feedback for everyone's benefit.

Table of Contents

GCD Agenda	Page 2
Pitch Worksheet	Page 3
How to Develop Your Pitch	Pages 4 & 5
Judging Rubric	Pages 6 & 7
Group Feedback Tips	Page 8



GCD Agenda

12:00 - 2:00 p.m.



Develop and deliver a 30-second pitch. Vote for the best pitch in your breakout group. Then enjoy the competition as those pitches are presented to judges. Awards are given after feedback!

For those online, you will follow the same timing within your breakout rooms.

Draft Your Pitch During Lunch

12:00 - 12:45 p.m.

During lunch take 10 minutes to work on your pitch. Draft it on your phone or the worksheet on page 3. Review pages 4 to 8 for helpful reference material.

Introduction: GCD Team & Pitch Competition

12:45 - 1:00 p.m.

Pitch Practice

1:00 - 1:25 p.m.

Gather into your assigned pitch group (see details below in bold) and take 10 minutes to further develop your pitch. Then, each member of your group will present their pitch within your group. Assign someone in your group to time each 30-second pitch.

In Person: Go to your assigned area in either Lindsay Hall or Koumantzelis Auditorium.

Online: Your GCD facilitator will coordinate your practice.

Vote Best Pitch & Return to Koumantzelis Auditorium

1:30 p.m.

Each group will finalize their vote on the best pitch within their group. Return to Koumantzelis Auditorium for the Pitch Competition finals where your group's best pitch will be presented.

Online: Your GCD facilitator will coordinate.

Challenge & Awards

1:35 - 2:00 p.m.

Each group's finalist will present their pitch to the larger audience and our judges Andy Donovan (Director of Business Development, Bentley), Sean Ferguson (VP of Strategy and Innovation, Bentley), and Rushab Kamdar (Founder, The Confidence Company). All finalists will receive feedback and prizes. One person will be the winner!

Pitch Worksheet

Create Your 30-Second Pitch



Tip: Review pages 4 to 8 for a quick start guide, examples, judging rubric, and group feedback tips.

Opening Lead (5 seconds)

State Your Why (10 seconds)

Value Proposition (10 seconds)

Strong Conclusion (5 seconds)

How to Develop Your Pitch

Quick Start Guide

Start your pitch with an **engaging comment and simple introduction**.



Explain something about yourself – who you are, what skills you have, what value you add.




Clearly wrap up the pitch, perhaps by stating your goals.




Consider your **Career Leader** assessment results, interests, and skills.



You can have your pitch written down or on your phone. **Remember to look up** and not just read it.



Consider the **audience and time limit** and adjust. Your pitch today is only 30 seconds. We will give you notice when you have 5 seconds left.



Avoid jargon and industry-specific terms that your audience might not understand.

How to Develop Your Pitch

Examples & Timing



Example 1

Opening Lead (5 seconds):

"My tenth grade science teacher told me that I don't have the necessary analytical skills to succeed. A decade later, I'm here to pursue my master's in Business Analytics."

State Your Why (10 seconds):

"My name is ABC XYZ. I have worked in a hospital administrative role and used data to provide necessary services for patients. I realized that we need a better understanding of data!"

Value Proposition (10 seconds):

"With my analytical skills and strategic approach, I can have an immediate impact on patient services."

Strong Conclusion (5 seconds):

"I'm committed to being part of the healthcare changes needed in the US."

Example 2



Opening Lead (5 seconds):

"I've always been fascinated by technology when gaming online! My name is ABC XYZ; I have an undergraduate degree in marketing. My tech and marketing career focus began when I worked at an Apple store."

State Your Why (10 seconds):

"I'm pursuing a STEM MBA because I know technology can solve problems and lead to improved consumer engagement for high impact marketing."

Value Proposition (10 seconds):

"With my background in marketing and my passion for tech, I want to be part of business solutions."

Strong Conclusion (5 seconds):

"I'm excited to develop these skills at Bentley, find a tech-focused internship, and land my dream job."



Judging Rubric

How the Winner Will Be Selected

Clarity

How clearly the speaker communicates their ideas. The pitch should be easy to understand and to the point.

Engagement & Delivery

The speaker's ability to engage the audience and deliver the pitch effectively. Use of voice, body language, and overall presence.

Content

The substance of the pitch. A strong pitch provides relevant information and a clear value proposition.

Creativity

The ability to present ideas in an imaginative way that will make the speaker stand out.

Impact

The overall effect the pitch has on the audience. A high-impact pitch makes a memorable impression.

Judging Rubric (continued)

What the Judges Will Be Using

Rubric for Pitch Competition

Graduate Orientation

August 25, 2025

Name of finalist: _____

Evaluation (5 is high, 1 is low): 5 = compelling, 4 = strong, 3 = adequate, 2 = needs improvement, 1 = needs significant improvement

_____ Clarity: How speaker communicates their ideas. Clear? Concise?

_____ Delivery: Engaged? Effective delivery? Voice, body language, presence?

_____ Content: Substance of pitch. Relevant? Value proposition?

_____ Creativity: Present ideas in imaginative way. Stands out?

_____ Impact: Overall effect. Memorable impression?

_____ TOTAL Score

Any specifics comments on this pitch?

Group Feedback Tips

Supporting Each Other

As your group members develop their pitches, remember this is a safe learning environment for making progress. Based on the rubric, here is a way to give feedback.



Start with a positive comment. This helps set a tone of encouragement and eases into the next step. With any feedback you give, be specific and sincere.



Kindly suggest an area for improvement and explain why it's important. If you need ideas, reference pages 4 to 7. Consider what possible action the speaker could take to apply your feedback.



End with another piece of positive feedback. Show recognition and appreciation for what the speaker accomplished in their practice.

Example Feedback:

"I liked your creative way of describing the real estate industry. The content seems to be an area for improvement. Maybe you could give specifics about your value proposition? Great job on the delivery! You addressed the audience confidently and clearly."