



GRADUATE ORIENTATION Pitch Competition

January 15, 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 45-second pitch about your story and value proposition to an employer. Selected pitches voted by you will be presented to judges, providing feedback for everyone's benefit.

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GCD Agenda

12:00 - 2:30 p.m.



Develop and deliver a 45-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 6 for helpful reference material.

Introduction: GCD Team & Pitch Competition

1:00 - 1:25 p.m.

Pitch Practice

1:25 - 2:00 p.m.

Gather into your assigned pitch group (see details below in bold) and take 10 minutes to further develop your pitch. Each member of your group will present their pitch within your group. Assign someone in your group to time each 45-second pitch.

In Person: Your room assignment will be on the back of your Orientation name badge.

Online: Wait for GCD to assign your breakout group.

Vote Best Pitch & Return to Room 305

2:00 p.m.

Each group will vote on the best pitch within their group. Return to Smith 305 for the Pitch Competition finals where each group's best pitch will participate. **Online: Please exit your breakout.**

Competition & Awards

2:10 - 2:30 p.m.

Each group's finalist will present their pitch to the larger audience and our judges, Andy Donovan (Director, Business Development at Bentley) and Laura Aiken (Executive Director, Strategy and Innovation for Executive Professional Education at Bentley). All finalists will receive feedback and prizes. One person will be the winner!

Pitch Worksheet

Create Your 45-Second Pitch



Tip: Review pages 4 to 6 for a quick start guide, examples, and judging rubric.

Opening Lead (10 seconds)

State Your Why (15 seconds)

Value Proposition (15 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 45 seconds.



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

How to Develop Your Pitch

Examples & Timing



Example 1

Opening Lead (10 seconds):

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

State Your Why (15 seconds):

"My name is 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 (15 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 (10 seconds):

"I've always been fascinated by technology when playing my Nintendo! My name is 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 (15 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 (15 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.