

Student business competition pitch brief (Template & Video Brief)

Give judges a concise venture hypothesis, supporting evidence and the next test. Edit, copy or download this free template, with inputs, a story order and review points.

Student business competition pitch brief

Purpose: Give judges a concise venture hypothesis, supporting evidence and the next test.

Competition judging criteria: [Add your own information]

Target customer and problem: [Add your own information]

Proposed solution: [Add your own information]

Customer evidence: [Add your own information]

Business model assumptions: [Add your own information]

Team roles: [Add your own information]

Next experiment and ask: [Add your own information]

Story order: Describe one customer problem, explain your solution, show the strongest evidence and ask for the specific support needed for the next test.

Review: Use a 90 second summary alongside the competition deck. Label interviews, pilots and revenue accurately instead of combining them as traction.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/student-business-competition>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>