Sustainability Conference & Career Fair – Room 3: Student Innovation & Startup Pitch Room

Purpose:
 This room is dedicated to showcasing student-led startups, prototypes, and innovative solutions. Participants will pitch their projects to mentors, investors, and attendees, engage in one-on-one conversations with industry professionals, and receive live feedback and mentorship. The room also provides exposure to potential investors and the public, creating opportunities for funding and partnerships.

Format:

- **Two-Round System:**

  1. **First Round (9:00 AM – 12:00 AM):**

     - Individuals or teams present their projects at designated pitch booths using trifolds.

     - Community and conference attendees visit booths and rate pitches via the conference app.

  2. **Second Round (1:00 PM – 5:00 PM):**

     - The top 10 community-voted pitches advance to a "Shark Tank"-style presentation before professional judges.

     - Final winners are selected by judges based on innovation, sustainability, and presentation quality.

Eligibility:

- Students with startup ideas, technological innovations, prototypes, or solutions addressing sustainability challenges.

- Applicants may seek exposure, mentorship, and potential investment opportunities.

- Students may apply individually or as a team. **All team members must submit individual applications with the same project title and full names.**

Participant Expectations:

- Deliver a live pitch articulating the problem, solution, and sustainability impact.

- Participate in mentorship and feedback sessions with industry professionals.

- Demonstrate professionalism, engagement, and effective communication.

- **Second Round Participants:** Be prepared to professionally present and promote your project or startup to judges.

Submission Requirements:

- Project/Startup Name (consistent across all team members)

- Description of the problem and affected stakeholders

- Clear explanation of the proposed solution

- Project stage(s) (idea, prototype, testing, implementation)

- Sustainability and long-term impact

- Type of feedback desired

Presentation Requirements – What to Bring:

- **Trifold Display (36 in × 48 in):**

    - Project/Startup name

    - Participant/team member names

    - Project goal and sustainability problem addressed

    - Detailed project description, including process and future goals

    - Sample product or model (if applicable)

- **Digital Presentation (PowerPoint, Google Slides, etc.):**

    - Past and current performance of the startup/project

    - Future goals and prospective plans

- ○ Budget or financial plans (if applicable)

  ○ **Note:** If advancing to Round 2, this presentation becomes the primary medium for pitching to judges.

- Computer or other device to display digital presentation during Round 1

- Any additional materials must be approved by Ethos Sustainability prior to the conference

Selection Criteria:

- Originality and creativity of the solution

- Clarity and persuasiveness of the pitch

- Sustainability impact and feasibility

- Professionalism and presentation quality

- Engagement with mentors, investors, and attendees

Team Guidelines:

- All team members must submit individual applications listing the same project title.

- Full names of all team members must be included on each application.

- Teams are evaluated collectively; strong collaboration is essential.

- Maximum team size will be determined based on project complexity and Ethos review.

Additional Notes:

- Selection is based on merit, originality, and alignment with sustainability goals.

- Students may apply to both rooms but will be assigned to one room based on project fit and quality.

- Ethos Sustainability reserves the right to assign rooms and schedule participants to ensure an optimal conference experience.