



New Brunswick Innovation Foundation  
40 Crowther Lane  
Suite 100  
Fredericton, NB  
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## R3

# Research Student Pitch Competition

### Overview:

During a 1-hour session 10 predetermined student finalists will have the opportunity to describe research they conducted in layman's terms in 3 minutes (180 seconds). This is a test to their verbal communication skills by pitching their research to the audience without visual aids. Pre-heats will determine finalists for the competition at R3 will happen via video submission from around the province with the finals happening at R3 2020. This competition will expose students and industry to the research of their peers, while teaching them to be concise and persuasive.

To complete the application form and enter the competition, please click [here](#).

### Eligibility:

- Students must be currently enrolled in an eligible post-secondary educational institution in New Brunswick
  - [The full list of eligible institutions is available here.](#)
- Students must have completed at least one full year of post-secondary education
- Students must present their own work. This could be a doctoral thesis, master's research, summer student research project, undergraduate honor's project, capstone project, or any other research project with an academic supervisor



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## Prizes:

The following prizes will be awarded at R3 on April 2<sup>nd</sup>, 2020;

Award	Prize
Grand Prize, Live Pitch at R3 Gala	\$2,000 cash
First Runner Up, Live Pitch at R3 Gala	\$1,000 cash
Second Runner Up, Live Pitch at R3 Gala	\$500 cash
Winner, Best Video <i>(from all submissions)</i>	\$1,000 cash

**\*Only one winner from each category will be awarded.**

## Applications: Pre-heat Video Submissions:

- Videos must be no more than 2 minutes (120 seconds) long
- Videos must be publicly accessible at [www.youtube.com](http://www.youtube.com).
- The way you pitch your research is entirely up to you.
  - You can be a talking head in front of the camera.
  - You can be a narrator behind-the-scene.
  - You can adopt an interview style with the help of another person.
  - You can use creative graphics, animations, and camerawork to present information in a way that is interesting and memorable.
- Creativity is strongly encouraged - just keep in mind that the goal is to communicate what you did in your research and why it matters to a general audience.
- Videos will be evaluated using the first 5 criteria below.
- **10 pre-heat submissions will be chosen based on the criteria below to move into the final pitch competition on April 2, 2020**



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## Evaluation Criteria:

- A panel of judges will evaluate each pitch on the following six criteria
  - 1) Hook: Does the student capture the audience's attention and make them interested in hearing more?
  - 2) Narrative: Does the student tell a compelling story of their methods or their trajectory as a researcher?
  - 3) Impact: Is the student focused on research that is original, relevant and potentially impactful to society and to NB?
  - 4) Merit and quality: Does the student's methodology or creativity demonstrate an appropriate level of acumen and mastery of the discipline?
  - 5) Accessibility: Is the student communicating clearly and at an appropriate level for the intended audience?
  - 6) Poise/Style: Is the student a believable person who inspires confidence and makes good use of time?
- The score for each pitch will be calculated by giving equal weight to all six criteria
- The decision of the judging panel is final.

## Finalist- Live Pitch:

- 10 FINALISTS will pitch their research to the general event audience
- Each student will have a **maximum of 3 minutes** (180 seconds) to make their pitch.
  - Timing will start when presenter begins speaking or makes a movement to indicate presentation has begun.
  - Students will be cut off if they go over the allotted time limit.
  - Students will not be penalized for using less than their allotted time.
- A single static PowerPoint slide is permitted. No slide transitions, animations or 'movement' of any description are allowed. The slide will be displayed from the beginning of the pitch.
- No additional media (e.g., audio, video) are permitted.
- No additional props (e.g., costumes, musical instruments, lab equipment, etc.) are permitted.
- Pitches consist of spoken prose only (no rap, poetry, songs, etc.)
- Pitches must be made from the designated area for pitches



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## Dates:

- Applications & video submissions open on **December 4<sup>th</sup>**
- Deadline for submission of application & video is **February 21, 2020**
- Finalists Announced on March 20, 2020
- Final pitch in front of a live audience at R3 on **April 2, 2020**

*\*The rights of all video submissions are exempt from the applicant. Videos may be edited, copied, exhibited, published or distributed and all rights are waived to inspect or approve the finished product wherein should the likeness appear. Additionally, any and all right to royalties or other compensation arising or related to the use of all videos submitted are exempt by the applicant. This material may be used in diverse educational settings within an unrestricted geographic area.*