****

**Moonshot Pitch Challenge FAQ**

Below you will find guidance on the Moonshot Pitch Challenge, and answers to frequently asked questions regarding the challenge. If you have any additional questions – please reach out to the BDMCE’s undergraduate program coordinator, Vanessa Santana, at vsantana@purdue.edu.

**What is The Moonshot Pitch Challenge?**

Moonshot is an ideation-focused pitch challenge which asks students to think big ––beyond the classroom–– and pitch an idea that solves a real-world problem in 2 minutes or less!

**Who is eligible to participate in the challenge?**

Any active (part time or full time) Purdue undergraduate or graduate student from any college/department is eligible to participate.

**What ideas are eligible within the challenge?**

Any idea can be submitted for the challenge! Your team, however, will have to decide which category your idea falls within:

* ***Earth*** (Social Ideas)
  + Ideas primarily focused on addressing socio-economic needs & challenges.
* ***Orbit*** (Business Ideas)
  + Ideas primarily focused on launching a company
  + This category focuses on the exchange of products, services, or information between businesses, or between businesses and customers.
* ***Moonshot*** (Dent in the Universe)
  + Ideas primarily focused on solving a seemingly impossible problem.
  + This category focuses on radical solutions, disruptive technology, or futuristic technology.

**How do I participate?**

You or your team will create a video describing your idea in 2 minutes (firm limit) or less.

**What should my video include?**

Your video submission should describe the problem you are solving, who you are solving the problem for, and how your idea solves that problem. The video can be a presentation, voiceover, or recorded pitch.

You do not need to have every technical aspect of the product/technology figured out – nor do you need to have a business model fully developed.

**How do I submit?**

**Each participant will need to complete** [**this submission form**](https://purdue.ca1.qualtrics.com/jfe/form/SV_6tbmoAfx47XWUnQ)**,** additionally the team lead will also need to provide the team’s official idea description and video link within their submission form.

**What format should my video be in?**

You will need to paste a link to your video in the submission form. Your video should be hosted on a platform such as YouTube or Vimeo.

Please be sure the video is public/unlisted and NOT private. If the video is set to private viewing only, our judges will not be able to access it, and your submission will not be accepted.

**When is the submission period?**

Submissions are accepted beginning September 11th at 12:00am EST, through September 27th at 11:59pm EST. The submission form will close on the September 27th at 11:59pm EST. **No late submissions will be accepted.**

**Can I go back and edit my submission?**

No –edits to the submission form cannot be made once submitted.

**What happens after I submit?**

A group of judges will view and score each submission. The top 10 submissions, as scored by the external judges, will be chosen as finalists. Finalists will be announced and notified on October 4th. These top 10 finalists will pitch their idea at a live, in-person event on October 13th in MRGN 121 from 5-7pm.

**What will the final round consist of?**

The top 10 finalists will each have 2 minutes to pitch their idea to a separate panel of judges (these judges will not view the previous submission and will have no context of the idea). Judges will then have 3 minutes of Q&A with each team.

After all teams have presented, the judges will deliberate for roughly 30 minutes (while finalists, and the audience enjoy food and drinks!). The top 3 winners, and 2 additional awards will then be announced that same evening.

**What are the prizes?**

The top 3 winners and 2 additional awards will share a prize pool of $5,500. The prize breakdown is as follows:

* 1st place: *Earth* *Category*– $1,500
* 1st place: *Orbit* *Category* – $1,500
* 1st place: *Moonshot* *Category* – $1,500
* Crowd Favorite – $500
* Best Undergraduate Team – $500