1. **Structure your pitch:** Have a clear structure to your pitch that highlights important aspects about the innovation, how it will be implemented, and who it will impact.

2. **Grab the judges’ attention:** Separate yourself from the rest of the competition. What makes your innovation and pitch unique?

3. **Picture your idea:** An effective elevator pitch is illustrative and tangible; use picture language, comparisons and examples to activate positive connections with your audience.

4. **Describe the problem you want to solve:** Explain clearly to the judges why your innovation is needed and the importance of addressing the challenge/social cause at hand.

5. **Describe your impact:** An effective elevator pitch describes the solution by pointing out the benefits for the people that will be positively impacted by your innovation.

6. **Be different:** Explain clearly how your innovation provides a novel and more effective way of addressing the issue at hand.

7. **Be action-oriented:** What will the solution require to get started? What people are you looking for? What skills should they have? Which technology do you want to use?

8. **Make your idea understandable:** Avoid acronyms and jargon. Be clear and concise.

9. **Be consistent:** At the end of the pitch, the judges should have a clear overall message and direction your innovation and group want to head towards.

10. **Have a good attitude.** Be confident, have fun, show passion, show integrity, and show empathy.

11. **Practice.** Practice makes perfect. Practice your pitch beforehand.