



B.A.L.L. FOR LIFE

BE A LEGACY LEADER

#IYKYK



Raudy Perez
He / Him



Sr. Director, DEI External Partnerships
Austin, Texas

#IYKYK



Dr. Hermine Nguimfack
She / Her



Director, Product Management
Dallas, Texas

#IYKYK



Maria "Josefina" Munoz
She / Her



Sr. Specialist, DEI & Wellbeing
Santiago, Chile

#IYKYK



Katie Monsivais
She / Her



DEI Program Manager
Austin, TX

#IYKYK Pitch Competition Semifinals

Congrats to the top 15 teams



Semis Availability Due Jan 13

#IYKYK JUDGE



Adelaine Sin
She / Her



Sr. Director, Mortgage M&A
Partnerships

#California

#IYKYK JUDGE



Jasmine Francis
She / Her



VP, Finance

#NewYork

#IYKYK JUDGE



May Adebayo
She / Her



Voice of Customer Lead

#Texas

#IYKYK JUDGE



Ridhima Rain
She / Her



MBA Leadership Development
Program

#California

#IYKYK JUDGE



Shawn Rife
He / Him



Client Executive

#California

#IYKYK JUDGE



Shonda Weathers
She / Her



Sr. Manager, Data Quality &
Governance

#Kentucky

#IYKYK Pitch Competition

Your team's opportunity to win a \$40,000 prize award by pitching a creative solution that supports Experian's mission of Financial Power to All™.

Open to CFA Credit Academy scholars who complete their learning modules.

[Visit CFA Credit Academy Hub](#)

Determine creative ways for Experian to become a “rite of passage” for young Americans.

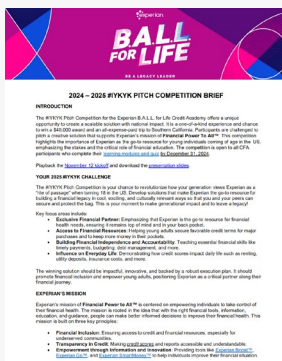
Develop solutions that make Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways.

Exclusive Financial Partner

Access to Financial Resources

Building Financial Independence & Accountability

Influence on Everyday Life



Download Pitch Brief

#IYKYK Pitch Competition Semifinals

Things To Keep In Mind

- Confirm you have received your calendar invite with MS Teams Meeting link
- Ensure you join from a location with reliable internet connection
- Join the meeting 15-20 minutes early to ensure audio and screen sharing are working
- Consider each joining from your individual machine with individual headsets
- Determine who will present your screen with any visual aids

Meeting invites will be sent by
Friday, January 17

#IYKYK Pitch Competition Virtual Semifinals

Live Pitch Q&A Schedule (Times in Eastern)

Time (ET)	Monday, January 27	Tuesday, January 28	Wednesday, January 29
11:00 AM	Team # - School (Captain)	Team # - School (Captain)	Team # - School (Captain)
11:30 AM			
12:00 PM			
12:30 PM			
1:00 PM			
1:30 PM			
2:00 PM			
2:30 PM			



Jan 24: Submit Your Idea Blueprint Template

- Complete Template
- Fill out new section “Taking it to Market”
- Due by 12pm CT / 1pm ET
- Submit to cfa.credit.academy@experian.com

#IYKYK Pitch Competition

IDEA BLUEPRINT

Use this template to summarize your idea for the 2024-2025 #IYKYK Pitch Competition.

TEAMMATE NAME

PHONE NUMBER

THE CHALLENGE
Revolutionize how your generation views Experian as a 'rite of passage' that makes Experian the go-to resource for building a financial legacy that you and your peers can secure and protect the bag.

YOUR BIG IDEA (ALL ROUNDS) – 1400 characters
Describe your idea, solution, or concept and how it positions Experian in the US during their coming of age. Keep impact, innovation and originality.

YOUR IDEA IN ACTION (ALL ROUNDS) – 1400 characters
Explain how your idea works. What are the core, key components? How will you measure success?

COMMERCIAL LINK URL
Upload your 2-3-minute commercial to a site that can be accessed by the judges.

TAKING IT TO MARKET (SEMIFINALS & FINALS) – 1200 characters
Brief description of how the idea will be launched and promoted to reach the target audience. What marketing strategy and tactics will drive awareness and engagement? What are the key components of your go-to-market approach?

VALIDATION (FINALS ONLY) – 1200 characters
Explain the steps you have taken to validate your solution, refine your prototype, and get feedback from target audience.

FINANCIALS & FUNDING (FINALS ONLY) – 1200 characters
Explain the major costs involved with starting and launching your idea and any potential revenue streams (if applicable).

experian.

#IYKYK Pitch Competition | 2024-2025 | Idea Blueprint Template

Click images to download

Jan 24: S

- Complete Temp
- Fill out new sec
- Due by 12pm C
- Submit to [cfa.cr](https://cfa.credit.academy.com)

THE SEMIFINALS | JANUARY 27-29 (revised blueprint due January 24 by 12pm CT / 1pm ET)

Be thoroughly prepared and organized to handle any technical difficulties on the day and time of your live, virtual pitch. Practice delivering your pitch virtually and login early (15 minutes before) to ensure everything runs smoothly. Ref Raudy will meet you before the judges arrive to ensure you're all set and prepped. **Tardiness and unpreparedness can cost you a spot in the finale!**

Key Points:

- **Top 12-15 teams** from the quarterfinals will update their idea blueprints.
- **Commercials are optional** and will not be shared with judges unless used during live pitch.
- **Email blueprints** to cfa.credit.academy@experian.com.
- **Prototypes, demos, and/or sample content** are necessary for this round.

Competition Requirements:

- **Idea Blueprint:** Use any feedback and new ideas to revise your solution concept. Ensure your blueprint is a solid introduction to your solution that can stand alone as a judge's pre-read.
- **Live Pitch:** Prepare a 15–20-minute live pitch to elaborate on your solution concept, demo/illustrate solution components, and share a general go-to-market strategy. The blueprint shares high-level details, and your live pitch makes those concepts tangible and real.
- **Q&A:** Be ready to defend your solution during a ~10-minute Q&A portion with the judges. While you will be able to prepare for some questions, others will require you to think on your feet. It's okay not to have all the answers, and to formulate ideas on the spot.

Judging Criteria:

- **Impact (20%):** What potential does the idea have to make a significant difference?
- **Innovation & Originality (20%):** How unique and creative is the idea?
- **Feasibility (20%):** Does the plan seem realistic and achievable?
- **Go-To-Market (10%):** Do you have a general GTM plan with strong market appeal?
- **Proof of Concept (10%):** How viable is the proof of concept to develop a prototype?
- **Presentation (20%):** How effective is the live pitch at explaining and selling the idea?

Important Reminders:

- **From Concept to Tangible Solution:** Take your solution from concept to real life to illustrate actual features, components, tactics, assets, etc. that underscore your solution's value and impact. Present a general go-to-market plan.

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2024 – 2025 #IYKYK PITCH COMPETITION BRIEF
EXPERIAN B.A.L.L. FOR LIFE CREDIT ACADEMY

- **Idea Blueprint and Pitch:** Remember, the blueprint is a high-level concept outline and rationale, while the pitch is to illustrate and explain the concept with tangible details.
- **Go-to-Market:** Share a general strategy for how you will put your solution in market. Detailed tactics and approach will be needed for the finale.

Template

NUMBER

URL
ite commercial to a
ssed by the judges.

KEY (SEMIFINALS & FINALS) – 1200 characters
w the idea will be launched and promoted to reach the target audience. What marketing strategy
awareness and engagement? What are the key components of your go-to-market approach?

JS ONLY) – 1200 characters
i have taken to validate your solution, refine your prototype, and get feedback from target audience.

DING (FINALS ONLY) – 1200 characters
ts involved with starting and launching your idea and any potential revenue streams (if applicable).

download



Judging Rubric

- Impact 20%
- Innovation & Originality 20%
- Feasibility 20%
- Go-To-Market 10%
- Proof of Concept 10%
- Presentation 20%

Download Judging Rubric

Excerpt from Official Rules Document:

9. **Selection of Finalists:** The panel of judges will select three (3) Teams as finalists from among the eligible Entries received, based on the following judging criteria: (i) impact (20%), (ii) innovation & originality (20%), (iii) feasibility (20%), (iv) go-to-market (10%), (v) proof of concept (10%), and (vi) presentation (20%); in the event of a tie, the Entry with the higher score for impact, followed by presentation if needed, will determine the finalist ("Judging Criteria"). The finalists will be contacted by January 31, 20245 be appointed an Experian mentor to help refine and strengthen their pitches, and invited to attend a full program of events and finale of the Contest at Sponsor's offices in Southern California on or about February 28, 2025. Travel and accommodations will be selected by and paid for by Sponsor. At least three team members of a finalist Team must be able to travel on the designated dates, or the Team will forfeit the prize and be replaced by the Team with the next highest score (if practical).



2025 #IYKYK Pitch Competition SEMIFINALS JUDGING RUBRIC

TEAM #	
TEAM NAME	
JUDGE NAME	

THE CHALLENGE

Revolutionize how your generation views Experian as a 'rite of passage' when turning 18 in the US. Develop a solution that makes Experian the go-to resource for building a financial legacy in cool, exciting, and culturally relevant ways so that you and your peers can secure and protect the bag.

Assign a score between 1 and 10 for each of the four criteria below based on your evaluation of the pitch.

IMPACT (20%)

Evaluate the potential for the idea to make a significant difference. Consider the number of consumers who could benefit and the extent of the impact on the target audience. A high score indicates the idea can positively influence many people and significantly improve their financial well-being.

1	2	3	4	5	6	7	8	9	10
1: Minimal impact					10: High impact				

INNOVATION & ORIGINALITY (20%)

Assess the uniqueness and originality of the entry. Consider how innovative and distinct the idea is compared to other offerings. A high score indicates the idea offers something genuinely new and different, setting it apart from current solutions.

1	2	3	4	5	6	7	8	9	10
1: Not original					10: Highly original				

FEASIBILITY (20%)

Evaluate the realism and achievability of the idea. Consider the likelihood of successful implementation. A high score indicates the idea is grounded in realistic planning and constraints.

1	2	3	4	5	6	7	8	9	10
1: Not feasible					10: Highly feasible				

GO-TO-MARKET (10%)

Evaluate the potential for the idea to scale and meet demand while addressing consumer needs. Consider the general approach to a market launch strategy. A high score indicates a strong general go-to-market plan with high market appeal.

1	2	3	4	5	6	7	8	9	10
1: Minimal appeal					10: High appeal				

PROOF OF CONCEPT (10%)

Assess the effectiveness and viability of the idea. Consider how the proposed testing approach addresses specific objectives and challenges. A high score indicates a strong foundation for the proof of concept to develop a prototype.

1	2	3	4	5	6	7	8	9	10
1: Poor POC					10: Excellent POC				

PRESENTATION (20%)

Evaluate the effectiveness of the live pitch and the participants' communication skills. Consider the clarity and creativity of the presentation. A high score indicates the pitch was clear, compelling, engaging and memorable.

1	2	3	4	5	6	7	8	9	10
1: Poor presentation					10: Excellent presentation				

COMMENTS





Official Rules Document

- Each participant must sign and return
- Email to cfa.credit.academy@experian.com
- Tie-breaker: (1) Impact Score, (2) Presentation Score
- Experian will own full rights to your ideas

Download Official Rules Document



Official Rules for the 2024-2025 #IYKYK Pitch Competition No Purchase or Payment Required to Enter or Win

1. **Eligibility:** The #IYKYK Pitch Competition (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia (including international students) who are at least eighteen (18) years of age or have reached the age of majority in their jurisdiction of residence, whichever is older, and who are Center for Financial Advancement® participants who have completed their Experian B.A.L.L. for Life learning modules by 11:00 PM PT on December 31, 2024. Employees of Experian and its related companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee (whether or not related), are not eligible. **Participation in the Contest constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding.** Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules in a timely manner.
2. **Sponsor:** Experian Holdings, Inc., 475 Anton Blvd., Costa Mesa, CA 92626.
3. **Entry Period:** The Contest began at 12:00 PM PT on October 24, 2024 and Team submissions are due by 10:00 AM PT on January 6, 2025 (the "Entry Period"). Entries that are submitted before or after the Entry Period will be disqualified.
4. **Teams:** An entry must be submitted by a group of four (4) individuals attending the same school and each of whom meets the eligibility requirements set forth in Section 1, above (such individuals, collectively and individually, a "Team"). Each Team member may be a member of only one (1) Team. Each Team must designate one (1) person within such Team as the agent for the Team (the "Team Captain") for purposes of entering the Team into the Contest, and agreeing to these Official Rules and any other required agreements, each on behalf of the Team. All members of a Team must be listed in the Team's Contest registration; after the registration is submitted, a Team is not permitted to change any members without permission of the Sponsor. If you are a Team Captain, you are entering into the Contest and agreeing to these Official Rules on behalf of yourself and each member of your Team.
5. **How to Enter:** To enter the Contest, each Team must, during the Entry Period, submit an original idea that positions Experian as a "rite of passage" when turning 18 in the US, including (a) an idea blueprint template document that summarizes the key points of the solution concept and (b) four (4) signed copies of these Official Rules (made available by Sponsor), each one signed by one (1) Team member (together, the "Entry"). The Entry must be emailed to cfa.credit.academy@experian.com 10:00 AM PT on January 6, 2025. Proof of sending will not be deemed proof of receipt by Sponsor. Once you have submitted your Entry, the Entry is considered final, and may not be modified, resubmitted, or exchanged for another Entry. Limit: one (1) Entry per Team. Entries will not be acknowledged or returned.
6. **Additional Requirements:** Entries must not: (a) contain any content that could be considered deceptive, misleading, false, fraudulent, scandalous, indecent, obscene, sexually explicit, defamatory, libelous, threatening, harassing, hateful, degrading, intimidating, graphically violent, or otherwise unlawful, tortious, or objectionable; (b) depict, encourage, promote, or induce conduct that could violate any law or give rise to criminal or civil liability, or that could be considered risky, violent, discriminatory,

[Click to see 2023 pitches!](#)

Jan 27-29: Virtual Live Pitch Q&A

- 15 minutes to pitch your idea
- 10 minutes max for Q&A from the judges
- Visual aids encouraged (you will manage them)
- Your opportunity to build upon the points you made in your pitch template (your judges will have a copy)

Bring your confidence, show your passion, & have fun!

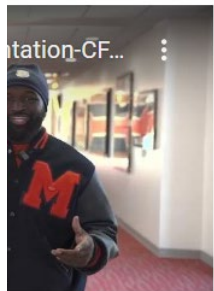
2023 Alabama State University Pitch



2023 Fisk University Pitch



University Pitch



2023 Shaw University Pitch



Jan 31: Semifinals Results Show at 6pm ET

What can the finalists expect?

- 3.5 additional weeks to refine their pitch
- Meet with an Experian coach (1-2 x team)
- Visit Experian's office in Costa Mesa, CA for 4 days of events and competition
 - Feb 28-Mar 4
- Pitch again
 - In person
 - 30 minutes for pitch + 10 minutes for Q&A



[Download Results Show Invite](#)

2025 #IYKYK PITCH COMPETITION - KEY DATES

JAN 24

- Deadline to submit your idea for the semifinals.
- Each team will email their pitch template document to cfa.credit.academy@Experian.com.

JAN 27-29

- All teams will present a 15-minute pitch to a panel of judges via video call.
- 10 minutes of Q&A will follow each pitch.
- After the presentations, judges will score the entries and deliberate.

JAN 31

- Finalists will be announced at 6pm ET.
- Initial prep for finalists.

FEB 3

- Finalists KBYG #1 at 6pm ET.

FEB 13 or 20

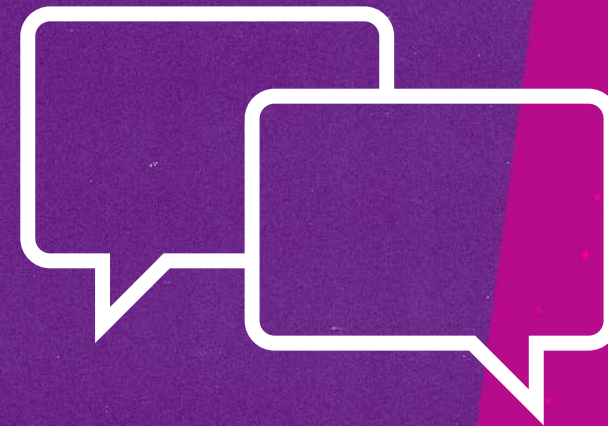
- Finalists KBYG #2 at 6pm ET.

FEB 1-27

- Finalists will be appointed a team coach and individual mentors to help refine and strengthen their pitch.

FEB 28-MAR 4

- Finalists will visit Experian's offices in Southern California for 4 days of events and competition.
- All teams will present a 30-minute pitch to a panel of judges, in person.
- Travel and accommodations are funded by Experian.



Q&A

What's on your mind?