

**BALL
FOR LIFE**

#IYKYK 26

PITCH COMPETITION

KBYG #1

February 3, 2026



#IYKYK Pitch Competition Finale

Congrats to the top 6 teams!



Pitch Competition Finale

Who will take the \$40,000 grand prize?

- Experian North America HQ
- February 28 – March 3, 2025
- Costa Mesa, CA



Mentorship Program

Mentors should ...

- Help mentee develop on **areas of interest**
- **Support** the mentee in goal(s) setting academic, professional, or personal
- Provide insights and into navigating **academic challenges, career planning, potential career paths, and skill development**
- Provide the framework, resources, and encouragement for the mentee growth
- Recommend events, workshops, or organizations that align with the **mentee's interests**
- **Knowledge sharing** on experience, expertise, and **lessons learned**

Mentees should ...

- **Take responsibility** for their growth and journey, setting up agendas, **respecting** the mentor time and expertise by scheduling meetings and follow-ups
- Be **proactive in communication**: be open and honest about your goals, interests, and challenges, come to mentorship meetings with questions or topics
- **Willingness to learn**: be receptive to feedback, and show enthusiasm for gaining knowledge
- **Share** outcomes or lessons learned from the mentor's suggestions or advices

DUE FEBRUARY 4

See SMS update

#WhatToExpect



Pack your bags and check your fit

Average Temps in February

Highs: 60° F

Lows: 40° - 50° F

Saturday, February 28

- **Santa Monica Beach:** school gear/smart casual – jeans and sneakers are totally acceptable
- **Opening Dinner:** bring a sweater / jacket

Sunday, March 1

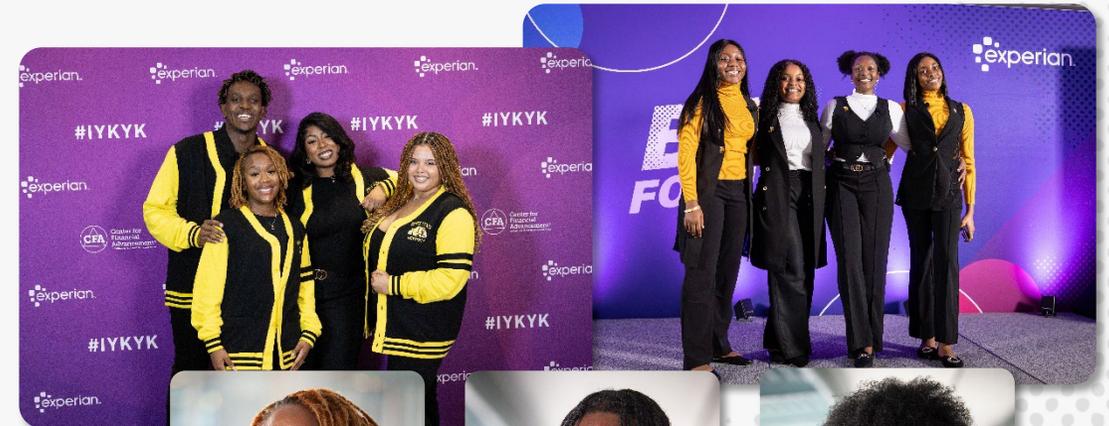
- **Media Day:** school gear/smart casual – jeans and sneakers are totally acceptable
- **Professional Development:** session with early career talent team

Monday, March 2

- **Competition Day:** business professional
- **Celebration Dinner:** smart casual outdoor wear with a warm sweater/jacket; no heels

Tuesday, March 3

- **Finale & Awards Ceremony:** business casual w/ school gear
- **Travel gear:** bring your comfy casual clothes to change at the office before heading back to airport



Your #IYKYK Stipend

The Breakdown



Transport (\$200)

Friday, Feb. 28

Transport to outbound airport

Transport to Costa Mesa, CA from airport

Tuesday, Mar. 4

Transport to airport to return home

Transport from airport to home



Meals (\$280)

Friday, February 27

Breakfast, Lunch, & Dinner

Saturday, February 28

Breakfast & Lunch

Sunday, March 1

Breakfast & Dinner

Tuesday, March 2

Dinner



Baggage (\$70)

Friday, February 28

1 checked bag

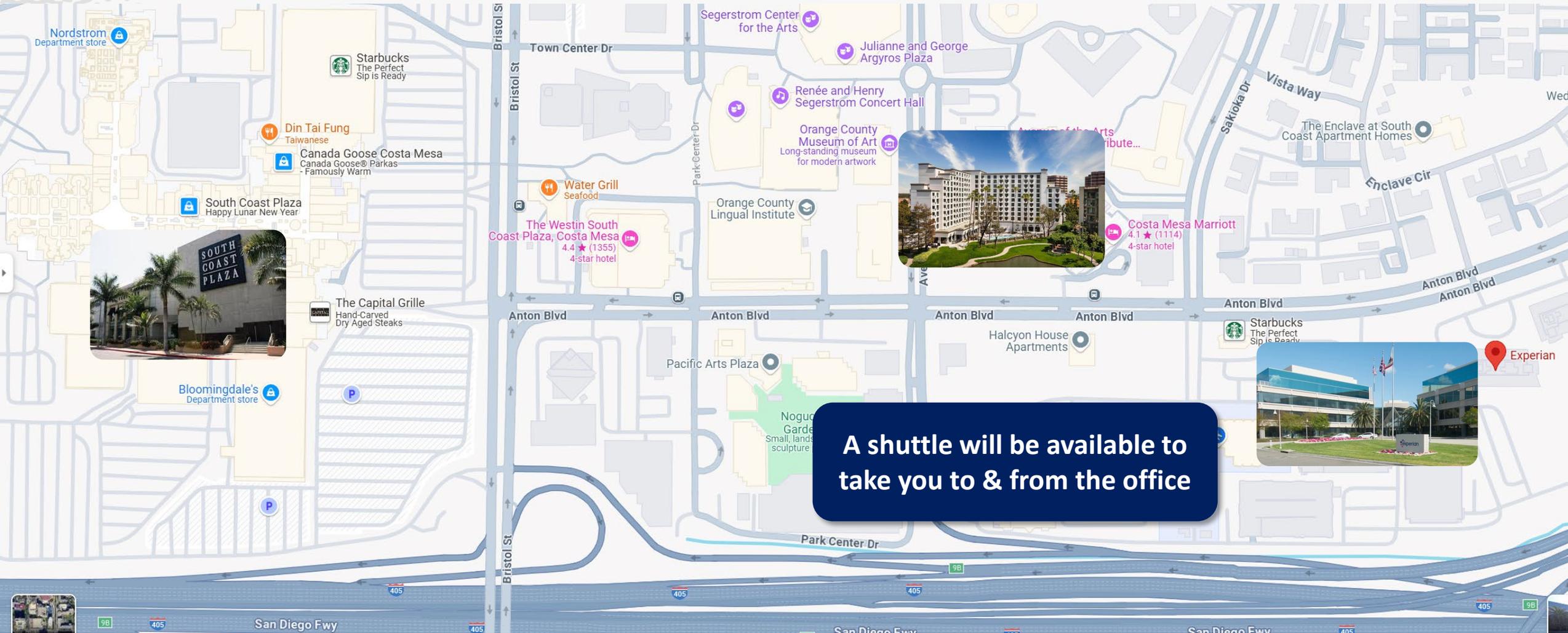
Tuesday, March 3

1 checked bag

Travel Stipends: \$550
Paid to Schools by CFA & NUL

Your #IYKYK Hotel

Walkable to the Experian Office & South Coast Plaza Mall



A shuttle will be available to take you to & from the office

#BeforeYouArrive



Share your #IYKYK journey

Accounts to Tag: @Experian, @ExperianJobs, @HomeFreeUSA

Hashtags: #ExperianBALLForLife #IYKYK
#CenterForFinancialAdvancement

Invite friends and family to the LIVE
broadcast March 3 & 4!





Feb 4

- Mentor & Coaches Matching
- KBYG #1: 5pm CT/6pm ET



Feb 17

- KBYG #2: 5pm CT/6pm ET



Feb 23

- Submit updated Idea Blueprint and finale presentation link



Feb 27

- Fly to SoCal and hotel check-in



Feb 28

- #SoCalSoCool Experience



Mar 1

- Rehearsals, Media (Photos & Interviews) & Prof Dev Session



Mar 2

- Competition Day (Live Broadcast) & Evening Celebration



Mar 3

- Awards Ceremony (Live Broadcast) & Return Flights

Upcoming To-dos:

- **Mentor Form** – please submit your mentor selections ASAP (opt-in)
- **Release Agreement** – please complete and submit the attached form ASAP if you are comfortable with Experian using your likeness for online photo and video content
- **Elevator Pitch Video** – 30-45-second video to introduce yourself and invite our Experian employees to join (keep it simple)
- **Coaching Call** – email Raudy availability for the rest of the week and next for a 30-minute coaching call

#TheLineUp



Meet Your Finale Judges



Abigail

Lovell

(She/Her)

*Global Chief Sustainability
Officer*



Dacy

Yee

(She/Her)

*President, Experian Consumer
Services, Direct to Consumer*



Michele

Bodda

(She/Her)

*President, Experian Housing,
Verification Solutions and
Employer Services*



Nadia

Kalala

(She/Her)

*Vice President, Sales, Experian
Partner Solutions*



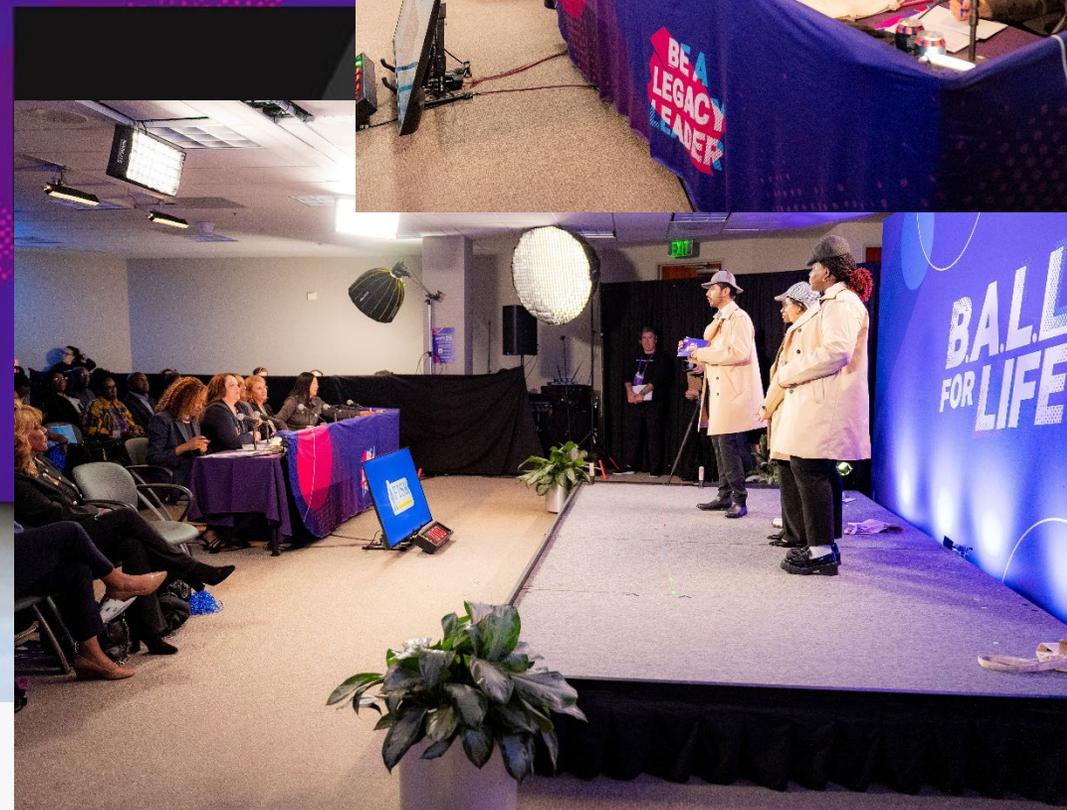
Stan

Oliai

(He/Him)

*Group President, Integrated
Sales & Marketing*

Stage Mock-up



Sunday, March 1: Rehearsal & Media Day

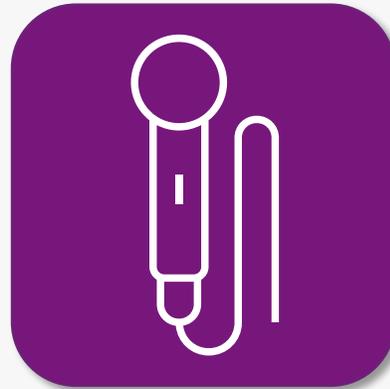
Network, Rehearse, Photo Shoot, Networking, Studio Interviews



Network

Location: Various

- *Get to know your fellow finalists better*
- *Meet and learn from Experian colleagues across different business areas*



Rehearse

Location: Malibu

- *Take the stage before the big day*
- *Hash out final details to feel confident ahead of game time*



Photoshoot

Location: Rotunda

- *Relax and have some fun in front of the camera by yourself and with your teammates*
- *Update your profile photo for your resume and LinkedIn profile*



Interviews

Location: Studio

- *In-studio interviews to share your story and more about your #IYKYK experience*

Monday, March 2 Pitch Day

Key points:

- 4 lapel mics
- School hype video before going on stage
- 25-minute pitch + 12-min Q&A
- Panel of 5 judges & 80+ Experian audience members + online audience – opportunity to **go deeper**
- Be creative, authentic and engaging with your delivery
- Engage judges with your personality and unique perspectives
- Judges will have reviewed your updated Blueprint
- Provide specific examples of how your campaign will reach Gen Z and amplify Experian as a financial sidekick
- We will have 6”x9” cue cards available for you to use
- There will be a countdown timer at the front of the stage, and a confidence monitor mirroring what’s on the presentation screen



Things to consider to set you apart:

- What’s your campaign’s key value proposition?
- How can you keep the audience engaged and capture the room’s attention?
- How do you want your team and your campaign to be remembered?

Read through the pitch brief details

**VISION &
CONCEPT**

**STRATEGY &
TACTICS**

**GO TO
MARKET**

	QUARTERFINALS	SEMIFINALS	FINALS
BLUEPRINT	Yes	Yes	Yes
COMMERCIAL Upload to YouTube (unlisted)	Yes 3 min. max	No	No 60 sec. max
CAMPAIGN ASSETS	No Collage, mood board, story, etc.	Mock-ups Read semis section	Polished Read finals section
GO-TO-MARKET	No	General	Detailed
LIVE PITCH	No	20 min (max) Virtual	25 min (max) In-Person
Q&A W/JUDGES	No	5-10 min	10-15 min



NOTE: Your campaign idea should not introduce new products and product features but rather amplify existing tools and resources.



The creative pitch

THE FINALS | THE CREATIVE PITCH | FEBRUARY 27-MARCH 03, 2026

Submit 60-second (max) elevator pitch commercial by February 9. Revised blueprint and presentation due February 23 by 12pm CT / 1pm ET.

Top 3 competition teams deliver polished, launch-ready campaign assets and a live presentation. This stage emphasizes quality, consistency, and public readiness. Judges will evaluate launch readiness, impact potential, and presentation effectiveness. Teams receive coaching, feedback, and rehearsal time to prepare. All creative materials—such as a finished video ad, social media carousel, event plan, or branded visuals—must reflect the campaign's final design and be production-ready for public launch.

Requirements:

- **Blueprint:** Refine your concept using feedback; create a clear, stand-alone introduction for judges to review.
- **Commercial:** Produce a 30–45 second elevator pitch video introducing your solution and inviting attendance at the live finale (due Feb. 09).
- **Creative Assets:** Deliver final, production-ready materials (e.g., video ad, social media carousel, branded visuals, or activation plan).
- **Go-to-Market:** Submit a detailed GTM plan with estimated costs and campaign KPIs.
- **Live Pitch:** Prepare a 25-minute (max) in-person presentation covering your campaign, creative assets, and GTM strategy.
- **Q&A:** Prepare for a 10–15-minute Q&A to defend your campaign, addressing both prepared and on-the-spot questions.

Judging Criteria:

- **Strategic Depth & GTM Plan (30%):** Is the marketing campaign and go-to-market strategy achievable, detailed, actionable, and market-ready? Does it highlight existing tools and features?
- **Creativity & Originality (25%):** Is the campaign idea and execution culturally relevant to Gen Z, innovative, compelling, and original?
- **Presentation & Delivery (20%):** Is the live pitch engaging, persuasive, confident, and well-organized?
- **Impact & Legacy Integration (15%):** Does the campaign build on Experian's legacy (purple cow, Flau'jae, etc.) and drive lasting impact underscoring our mission of Financial Power to All?
- **Polished Creative Assets (10%):** Are creative assets (video, carousel, activation plan, etc) presented production-ready and visually refined?

- Aggregate feedback coming later this week
- Fill out final section in blueprint
- No commercial
- Blueprint & presentation URL due Mon., Feb. 23 at 12 PM CT / 1 PM ET
- Submit to cfa.credit.academy@experian.com



Coaches should...

- Expect high performance; top 3 teams out of 21
- Respond to team requests to meet for coaching
- Asks questions to help refine pitch
- Provides feedback on the idea and the presentation
- Shares relevant professional knowledge and experience
- Encourages and inspires



Teams should...

- Takes initiative to request time with coach
- Expect 3-5 hours of coaching throughout February
- Prepare the agenda for each meeting
- Be prepared with questions or topics
- Decide for yourselves whether to incorporate suggestions or feedback





TEAM COACH

TEAM COACH



SCOTT HAMLIN
HE / HIM

Sr. Director, Strategy & Market Intelligence

#Utah

JOY MINA
SHE / HER

Product Director, Commercialization, Verification Solutions

#Washington



TEAM COACH



JENNIFER TOME
SHE / HER



Sr. Client Executive
#Texas

TEAM COACH



KWASI DWOMOH
HE / HIM



Director, Talent Acquisition
#California





#IYKYK COACH



DANNY ZAVALA
(HE / HIM)



Senior Sales Operations Manager

#California

#IYKYK COACH



JACQUELINE YEN-SANCHES
(SHE / HER)



Senior Product Manager

#Florida





B.A.L.L. FOR LIFE

BE A LEGACY LEADER

**BE A
LEGACY
LEADER**

