

# 3-Min Project Pitches

The **3-Min Project Pitch** is adapted from the University of Queensland's well-established Three Minute Thesis (3MT™) competition. In this activity, you will deliver a concise, engaging three-minute presentation that clearly explains your research project and why it matters—using language appropriate for a non-specialist audience.

Being able to distill complex ideas into accessible language is a vital academic skill. The goal of this assignment is to communicate the essence of your research topic so that any audience can understand its purpose, rationale, and potential contributions. Your pitch will be evaluated based on three core components: **comprehension**, **engagement**, and **communication**, following the structure of the 3MT model.

## What Judges Are Looking For

Judging will be based on three categories (30 points total). Below is a summary of what strong pitches demonstrate.

### **1. Clarity & Accuracy (10 points)**

Judges look for:

- A clear explanation of the sustainability issue or research problem.
- Accurate and understandable descriptions of research aims, methods, and findings.
- A clear statement of why the work is significant.
- A logical, coherent flow of information from start to finish.

### **2. Audience Engagement (10 points)**

Judges look for:

- A compelling explanation of *why the topic matters*—the “so what?”
- Evidence that the presentation sparks curiosity and encourages further interest.
- Scientific accuracy without oversimplifying the content.
- Confident, energetic delivery that holds audience attention.

### **3. Accessibility & Communication Skills (10 points)**

Judges look for:

- Language that is accessible to non-specialists.
- Minimal jargon (or jargon that is clearly explained).
- Strong delivery skills: effective pacing, vocal clarity, eye contact, and presence.
- A single slide that is clear, legible, and enhances understanding.
- Balanced timing, with no portion rushed or overly extended.

### **Presentation Rules**

To ensure fairness and consistency, the following rules apply (adapted from 3MT guidelines):

- You may use **one static PowerPoint slide**—no transitions, animations, or movement of any kind. The slide must appear at the beginning of your talk.
- **No additional media** (audio, video) may be used.
- **No props** (costumes, instruments, equipment) are permitted.
- Your presentation must not exceed **3 minutes**.
- Your delivery must be **spoken word** (no poetry, singing, or performances).