



LIVE PITCH - JUDGING CRITERIA

Criteria	Elements	Weight				
1. Product or Service	<ul style="list-style-type: none"> • Does the product/service idea offer value? • Does it solve a problem? • Is the product/service innovative? • Is there differentiation? • Elevator pitch <ul style="list-style-type: none"> ○ Clear, concise, effective? 	1	2	3	4	5
2. Marketing Strategy	<ul style="list-style-type: none"> • Does the marketing plan cover the 4 P's <ul style="list-style-type: none"> ○ Product ○ Place ○ Price ○ Promotion 	1	2	3	4	5
3. Brand	<ul style="list-style-type: none"> • Clear identity? • Logo? • Unique trademark? • Domain name? 	1	2	3	4	5
4. Financial Strategy	<ul style="list-style-type: none"> • Will the venture make money? • 1 year profit (or loss) projections. • Realistically attainable? • Start up financing? • Digital <ul style="list-style-type: none"> ○ Development costs? ○ Maintenance? ○ Customer acquisition cost? • Product or Service <ul style="list-style-type: none"> ○ Cost per unit? ○ Fixed costs? ○ Promo costs? 	1	2	3	4	5
5. Overall Presentation	<ul style="list-style-type: none"> • Presentations skills. • Pitch, eye contact, pace, manners, dress, slides. • Ability to answer questions and sell idea. 	1	2	3	4	5
6. Wow-Factor, Feasibility and Confidence	<ul style="list-style-type: none"> • Judges professional discretion • Is the venture worth investing in? 	1	2	3	4	5
		Total Score: / 30				

Each criteria will be ranked on a scale from 1 (Low) to 5 (High), and then totaled to generate a total score.



LIVE PITCH - JUDGING CRITERIA

PLEASE PROVIDE FEEDBACK FOR TEAMS:

THANK YOU FOR YOUR TIME TODAY! WE ARE GRATEFUL!!!