



Business Pitch Contest Scorecard for _____

CRITERIA Rating Scale: **Needs Work** 1 2 3 4 5 6 7 8 9 10 **Outstanding**

Problem, Customer, and Market 1 2 3 4 5 6 7 8 9 10

The team has identified a significant unmet need or problem, and understands the relevant target customer segment. The market has strong potential and can be clearly defined.

Unique Value Proposition & Solution 1 2 3 4 5 6 7 8 9 10

The value proposition is clear and persuasive. The solution is innovative, and the product or service has a competitive advantage over existing alternatives.

Marketing and Growth Strategy 1 2 3 4 5 6 7 8 9 10

The team has a convincing plan for how to acquire customers, and how to price, promote, sell, and support their product or service. They understand what channels or partners will be critical to their success.

Qualities of the Entrepreneur and Team 1 2 3 4 5 6 7 8 9 10

The team has the necessary experience and/or capabilities to be successful. They demonstrate relevant knowledge of the market, as well as passion, creativity, initiative, and resourcefulness.

Economics of the Business Model 1 2 3 4 5 6 7 8 9 10

This product or service has a meaningful market opportunity. The economics of the business model, including revenue streams and cost structure, are understandable and compelling. The business is scalable and presents an attractive investment opportunity.

Quality of the Presentation 1 2 3 4 5 6 7 8 9 10

The presentation is articulate and convincing. The team captures the attention of the audience, has a strong mastery of the material, and handles questions effectively.

TOTAL POINTS: _____



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Notes/Comments: