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| Pitch Competition Judging Criteria |
| Name of Contestant:  |
| Rating Scale | 0-2Needs Improvement | 3-4Fair | 5-6Good | 7-8Very Good | 9-10Excellent |
| Pitch Content |
| Problem and SolutionIdentifies the problem their business would solve and how their product or service would provide a solution |  |  |  |  |  |
| Competitive AdvantageExplains how their business is different and better than similar, existing products or services.  |  |  |  |  |  |
| Target CustomerIdentifies who would use this product or service. |  |  |  |  |  |
| FinancialsExplains pricing structure for their product or service or estimated profitability of the business. |  |  |  |  |  |
| ConclusionExplains how they would use the prize money for their business if they win. |  |  |  |  |  |
| Other Factors |
| PresentationWere you engaged by the pitch? Did the presenter clearly communicate their idea? Was it clear the presenter has practiced their pitch? Did they provide clear responses to your questions?  |  |  |  |  |  |
| ViabilityBased on your experience, does this business idea have the potential for success in the future? |  |  |  |  |  |
| Total Score: |  |

Feedback/Other Comments:

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