Pitch Competition Judging Criteria

Name of Contestant:					
Rating Scale	0-2 Needs Improvement	3-4 Fair	5-6 Good	7-8 Very Good	9-10 Excellent
	Pitch Content				
Problem Statement and Solution- Identify the problem their business would solve and how their business would provide a solution					
Competitive Advantage of Idea- Explains how their business is different and better than similar businesses					
Target Customer- Who would use this business's services or product					
Financial Plan- Explains financial viability of business plan and target profitability timeline					
Conclusion- Does applicant provide a clear plan on how the applicant would use the prize money if they win					
	Other Factors				
Presentation- Clearly communicated ideas? Responses to questions clear and on point?					
Viability of Idea- How much potential does this idea have to be successful?					
Total Score					
Comments:					