

Judge's Video Pitch Evaluation Scorecard

Team/Company Name: _____

Instructions: Please evaluate the Business Concept on the following aspects:

(Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

Content of Plan (Clear, thorough and effective overview)	Very Poor	1	2	3	4	5	6	Excellent	7
Business Information & Research (Effective amount of business information and research to support potential venture)	1	2	3	4	5	6	7		
Communication (Clear & effective communication)	1	2	3	4	5	6	7		
Financial Summary (Easy to read and understand, consistent with plan, effective use and impact of the potential prize money)	1	2	3	4	5	6	7		
Probability of Successful Launch	1	2	3	4	5	6	7		
Community Impact (Job creation potential, Ethics & Sustainability)	1	2	3	4	5	6	7		

Strengths of the Business Concept

Areas for Improvement

ROUND 2: E2E

Part I. Written Business Concept Evaluation Scorecard

(Completed PRIOR to competition)

Team/Company Name: _____

Instructions: Please evaluate the Business Concept on the following aspects:

(Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

Content of Plan (Clear, thorough and effective overview)	Very Poor	1	2	3	4	5	6	Excellent	7
Business Information & Research (Effective amount of business information and research to support potential venture)	1	2	3	4	5	6	7		
Communication (Clear & effective communication)	1	2	3	4	5	6	7		
Financial Summary (Easy to read and understand, consistent with plan, effective use and impact of the potential prize money)	1	2	3	4	5	6	7		
Probability of Successful Launch	1	2	3	4	5	6	7		
Community Impact (Job creation potential)	1	2	3	4	5	6	7		

Strengths of the Business Concept

Areas for Improvement

ROUND 2: E2E

Part II. Oral Presentation Evaluation Scorecard
(Completed PRIOR to competition)

Team/Company Name: _____

Instructions: Please evaluate the Oral Presentation of the Business Concept on the following aspects:
 (Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

Content of Plan <small>(Clear, thorough and effective overview)</small>	Very Poor						Excellent
	1	2	3	4	5	6	7
Business Information & Research <small>(Effective amount of business information and research to support potential venture)</small>	1	2	3	4	5	6	7
Communication <small>(Clear & effective communication)</small>	1	2	3	4	5	6	7
Financial Summary <small>(Easy to read and understand, consistent with plan, effective use and impact of the potential prize money)</small>	1	2	3	4	5	6	7
Probability of Successful Launch	1	2	3	4	5	6	7
Community Impact <small>(Job creation potential)</small>	1	2	3	4	5	6	7

Strengths of the Business Concept
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Areas for Improvement

ROUND 3: FINAL PRESENTATION

Part I. Written Business Plan Evaluation Scorecard
(Completed PRIOR to competition)

Team/Company Name: _____

Instructions: Please evaluate the Written Business Plan on the following aspects:
 (Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

Executive Summary <small>(Clear, exciting and effective as a stand-alone overview of the plan)</small>	Very Poor						Excellent
	1	2	3	4	5	6	7
Products or Services <small>(Description, features and benefits, pricing, current stage of development, proprietary position)</small>	1	2	3	4	5	6	7
Market and Marketing Strategy <small>(Description of market, competitive analysis, needs identification, unique capabilities, sales/promotion)</small>	1	2	3	4	5	6	7
Management <small>(Backgrounds of key individuals, ability to execute strategy, personnel needs, organizational structure)</small>	1	2	3	4	5	6	7
Summary Financials <small>(Presented in summary form, easy to read and understand, consistent with plan and effective)</small>	1	2	3	4	5	6	7
Offering and Viability <small>(Proposal/terms to investors - clarity of investment proposal; investment potential)</small>	1	2	3	4	5	6	7
Overall Assessment of Written Plan <small>(Is the plan clear and compelling?)</small>	1	2	3	4	5	6	7

Strengths of the Written Business Plan

Areas for Improvement

ROUND 3: FINAL PRESENTATION

Part II. Oral Presentation & Business Viability Feedback Form

Team/Company Name: _____

Instructions: Please evaluate the Oral Presentation & Business Viability on the following aspects:
 (Using this rating system: 7 = excellent, 6 = very good, 5 = good, 4 = adequate, 3 = fair, 2 = poor, 1 = very poor.)

	Very Poor							Excellent
Market Opportunity (There is a clear market need presented as well as a way to take advantage of that need)	1	2	3	4	5	6	7	
Distinctive Competence (The company provides something novel/unique/special that gives it a competitive advantage in its market)	1	2	3	4	5	6	7	
Management Capability (This team can effectively develop this company and handle the risks associated with the venture)	1	2	3	4	5	6	7	
Financial Understanding (This team has a solid understanding of the financial requirements of the business)	1	2	3	4	5	6	7	
Investment Potential (The business represents a real investment opportunity in which you would consider investing)	1	2	3	4	5	6	7	
Presentation (The team presented their venture in a logical, persuasive manner, and answered questions well)	1	2	3	4	5	6	7	

Strengths of Presentation

Areas for Potential Improvement