



Company Name:

Judge:

Date:

Scoring Criteria	Poor	Fair	Good	Very Good	Excellent
Clarity <ul style="list-style-type: none"> o Clear and understandable statement o Clear and realistically defined opportunity or problem o Logical solution provided 	1	2	3	4	5
Market <ul style="list-style-type: none"> o Successful identification of target consumer o Understanding of relevant market o Marketing strategy 	1	2	3	4	5
Competitiveness <ul style="list-style-type: none"> o Originality o Practical and enduring benefit to consumer o Strongly defined reason for their product or service 	1	2	3	4	5
Quality <ul style="list-style-type: none"> o Product, pitch, and planning has been well thought out o Executive summary is reasonable and clearly stated o Speaker is clear, loud, and invested 	1	2	3	4	5
Success <ul style="list-style-type: none"> o Product or service is relevant o Philosophy behind product is meaningful o Likelihood of business's success 	1	2	3	4	5

Multiply total by 4

Total Score:

/100