



## Judging Criteria First Pitch:

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Participants are expected to cover the criteria below in their presentation. You will provide a score **out of 5** for each topic with a possible total score of 50.

<b>Topic</b>	<b>Components</b>	<b>Score</b> (out of 5 for each section)
Business Description	<ul style="list-style-type: none"> <li>• Clear description and purpose</li> <li>• Ownership structure, roles and responsibilities are clearly defined</li> <li>• Description of niche</li> </ul>	
Target Market	<ul style="list-style-type: none"> <li>• Customer is clearly identified (gender, age, location, income level)</li> </ul>	
Industry & Competition	<ul style="list-style-type: none"> <li>• Identified industry or sector as well as growth/influences/trends</li> <li>• Knows the competition</li> <li>• Described how the business is different</li> <li>• Understands the size of their market</li> </ul>	
Product & Price	<ul style="list-style-type: none"> <li>• Features and benefits clearly outlined</li> <li>• Description of pricing strategy and reasoning</li> <li>• Demonstrated pricing accounts for profit</li> </ul>	
Distribution & Promotion	<ul style="list-style-type: none"> <li>• Description of sales channels for both new and returning customers</li> <li>• Identified how they will get customers attention</li> </ul>	
Resources	<ul style="list-style-type: none"> <li>• Description of necessary equipment, suppliers, partnerships and required resources</li> </ul>	
Risks	<ul style="list-style-type: none"> <li>• Clearly identified risks to the business</li> <li>• Identified how risks will be mitigated</li> </ul>	
Viability	<ul style="list-style-type: none"> <li>• Start-up is cost realistic</li> <li>• Demonstrated business will have/has revenue</li> </ul>	

Pitch	<ul style="list-style-type: none"><li>• Clarity of message</li><li>• Supported by evidence</li><li>• Effective closing</li></ul>	
Supporting Material (slides/samples/printed)	<ul style="list-style-type: none"><li>• Clearly supported pitch</li></ul>	
<b>Total</b>		/50

**General Comments** (presentation style, clarity, recommendations & something that stood out)

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**After the first round of judging 7 finalists will be chosen**