

## The Pitch Judging Criteria

Business Name: \_\_\_\_\_

Pitch Order No.: \_\_\_\_\_

Criteria	Grading
<b>A) Pitch Content</b>	
Problem/Opportunity identified	/5
Product/service info – clearly identifies the product/service and how it will solve a problem or take advantage of an opportunity	/10
Target market – who will buy it and why?	/10
Price Strategy – price of the product/service, what is the cost to produce it?	/5
Promotion – how will the business be promoted?	/10
Competition – who are your competitors and what is your competitive advantage?	/10
<b>Total</b>	<b>/50</b>

<b>B) Pitch Delivery</b>	
Introduction – effective, concise, introduced team members, business name and related skilled trade or technology	/5
Style – tells a story, used simple language and spoke clearly	/5
Non-Verbal – eye contact, gestures, mannerisms, body language	/2
Demonstrates a clear understanding of business requirements: <ul style="list-style-type: none"> <li>• What trade or skills are required for the business to be successful?</li> <li>• What is your idea? What need exists in the marketplace?</li> <li>• Who is the target market? Who are your competitors? What is your competitive advantage?</li> <li>• How would the business be promoted?</li> <li>• What is your cost to produce, sale price and profit margin per product or service?</li> </ul>	/30
Provided examples, related to the audience	/3
Energy – pitch exudes enthusiasm, energy and passion	/5
<b>Total</b>	<b>/50</b>

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>TOTAL POINTS</b>	
Section A	/50
Section B	/50
<b>Total</b>	<b>/100</b>

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\_\_\_\_\_  
\_\_\_\_\_

**RANK** (Determined using above total mark after all pitches have been presented.)

**Rank (1 is the highest)**