

2020 Business Plan Competition Elevator Pitch Evaluation



Team Name: _____

<p style="text-align: center;">CATEGORY 1: CONTENT (50%) <i>Clear, credible and well-organized, with attention focused on key concepts</i></p> <p style="text-align: center;">1=lowest score 10=highest score</p> <p>Use these questions to help determine the score:</p> <ul style="list-style-type: none"> • Overall, is the proposed business believable and sustainable? Could it be successful if actually launched, regardless of being “lifestyle,” nonprofit, or growth-oriented? • Did the presenter describe the need/opportunity and proposed solution in a clear, concise, and compelling manner? • Has a realistic, addressable market been described? • Is it clear how the business will reach this market? (the go-to-market strategy) • Is the value proposition clearly stated and compelling? • Were key areas of the business plan clearly covered? • Were the competitive landscape and how the business will compete clear to you? • Was the presenter convincing about the money or other resources needed and how they’ll be used? • Were the financials believable and sustainable, as presented? • Is the business addressing any elements of sustainability, social justice, or ethics (or triple-bottom line)? <p>SCORE _____/10</p>	<p style="text-align: center;">CATEGORY 2: DELIVERY STYLE (50%) <i>Presentation delivered in a poised, professional, and compelling manner</i></p> <p style="text-align: center;">1=lowest score 10=highest score</p> <p>Use these questions to help determine the score:</p> <ul style="list-style-type: none"> • Overall - Engage you/make you want to get more information? • Make good eye contact/connect with the judges? • Speak clearly and concisely? • Pace the presentation/make good use of time? • Have a professional appearance? • Use good body language, posture, and gestures? • Have good responsiveness to judges? • Display passion/interest in the business? <p>SCORE _____/10</p>
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TOTAL SCORE: _____