

Phase 2 - Elevator Pitch Video Scoring Sheet 2020

Business Name: _____

Judge Name: _____

Top 5 teams will advance to LIVE Pitch on April 29!

	Judges Score	Total Possible
The Product:		
Description of the product or service.		20
Explanation of the product or service's unique selling position.		10
Explanation of product's innovative or creative quality.		15
The Money:		
Explanation of how much the product or service will cost to produce.		10
Explanation of how much the product or service will sell for.		10
The Customer:		
Describes the seller's target customer.		10
Describes how the product/business benefits the local economy.		5
Describes risk and opportunity of developing the product or service.		5
The Presentation:		
Believable and Likeable - General presentation skills		5
Convincingly demonstrates the opportunity		5
Professionalism		5
The Time:		
Over 90 second time frame		-5
Total		100

Comments: