**College of Business Administration**

**2020 college wide pitch competition rubric**

**(November 6, 2020)**

Date:­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pitcher:­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of the Business Idea:­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Pitch Criteria**

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| **Category to be judged** | **Score**(1-10)(10 to be the highest) |
| 1. Content of the plan. Thoroughness and quality of research; Analysis and articulation of the problem statement
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| 1. Clarity of the problem and an understanding of who the potential customer is
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| 1. Feasibility of the solution and probability of a successful launch (is the idea novel?)
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| 1. Why You? Does the individual or team have the ability, skills, and passion to implement this business, nonprofit or produce the product or service
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| 1. Who cares? Community impact and/or job creation potential. Is there a market locally, nationally, or internationally for this product or service?
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| 1. So what? Any potential interest from investors? Corporate partners?
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| 1. Presentation and Q&A. Clear, concise and effective overview of the venture, product or service. Ability to succinctly respond to judges’ inquiries and give substantive answers
 |  |
| Brief comments: |  |
| Total Score |  |