

College of Natural Sciences and Mathematics
2022 college wide pitch competition rubric
(Tuesday, November 8th, 2022)

Date: _____

Pitcher: _____

Name of the Business Idea: _____

Pitch Criteria

| 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 | |
| 2. Clarity of the problem and understanding of who the potential customer is | |
| 3. Feasibility of the solution and probability of a successful launch (is the idea novel?) | |
| 4. Why You? Does the individual or team have the ability, skills, and passion to implement this business, nonprofit or produce the product or service | |
| 5. Who cares? Community impact and/or job creation potential. Is there a market locally, nationally, or internationally for this product or service? | |
| 6. So what? Any potential interest from investors? Corporate partners? | |
| 7. 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 | |
| <u>Brief comments:</u> | |
| Total Score | |