

2023 BUSINESS PITCH CHALLENGE

SCORING SHEET

Company Name:
Name of Team Leader:
Evaluator Number:

For each item identified below, circle the number to the right that best fits your judgment of its quality. Use the rating scale to select the quality number.

Pitch Content	Scale				
	Poor	Fair	Good	Very Good	Excellent
1. PLAN CONTENT. Clear and thorough with supporting information, research & analysis.	1	2	3	4	5
Comments:					
2. INNOVATIVENESS. Is the idea distinctively creative or different from other products/services on the market OR in the community?	1	2	3	4	5
Comments:					
3. TARGET CUSTOMER. Clearly identified who will buy or use the product or service & why. Market is carefully chosen and the company has the ability to reach and retain them.	1	2	3	4	5
Comments:					
4. PRODUCT-MARKET FIT. Addresses a market need or opportunity.	1	2	3	4	5
Comments:					
5. SCALABILITY. Potential to grow & generate income beyond self-employment & other expansion opportunities.	1	2	3	4	5
Comments:					
6. LEADERSHIP TEAM. Expertise to manage the business in its current stage and/or has addressed the need for additional key people and strategies to attract these individuals.	1	2	3	4	5
Comments:					

Pitch Content	Scale				
	Poor	Fair	Good	Very Good	Excellent
7. USE OF PRIZES & SUPPORT SERVICES. Impact on company launch or growth. How prizes complement, but don't substitute for, applicant investment or financing. A high ratio of personal or other private investment in comparison to prize value is preferred.	1	2	3	4	5
Comments:					
8. FEASIBILITY. The business model is operationally feasible and financially attractive, likely to launch and/or grow.	1	2	3	4	5
Comments:					
ADDED EMPHASIS					
9. PUBLIC BENEFITS TO MANDAN. Such as increasing property tax base, filling vacant/under-utilized property, generating local sales tax revenue, income generation, jobs creation, providing products or services missing or in short supply, social value, positive impact on users, or other businesses, etc. UP TO 10 POINTS: _____					
Comments:					
Pitch Presentation FOR FINALISTS IN LIVE COMPETITION ONLY					
10. DELIVERY: Clear, logical order, effectiveness of oral & visual presentation.	1	2	3	4	5
Comments:					
11. Q&A. Answered with expertise	1	2	3	4	5
Comments:					
12. BANKABLE OR INVESTABLE? Would you approve a loan for the business? Or invest your own money in it?	1	2	3	4	5
Comments:					

CONTENT SCORES

- 1. Plan Content _____
 - 2. Innovativeness _____
 - 3. Target Customer _____
 - 4. Product-Market Fit _____
 - 5. Scalability _____
 - 6. Leadership Team _____
 - 7. Use of Prizes _____
 - 8. Feasibility _____
 - 9. Benefit to Mandan _____
- Total Content Score** _____

DELIVERY SCORES (FINALISTS ONLY)

- 10. Delivery _____
 - 11. Q&A _____
 - 12. Bankable/Investable _____
- Total Delivery Score** _____

TOTAL SCORE _____
(Of 65 possible points)