

BUSINESS PITCH CHALLENGE

SCORING SHEET

Company Name:
Name of Team Leader:
Name of Evaluator:

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. IMPACT TO MANDAN. Will have a positive effect such sales, social value, impact on users, other businesses, etc.	1	2	3	4	5
Comments:					
6. SCALABILITY. Potential to grow & generate income beyond self-employment.	1	2	3	4	5
Comments:					

Pitch Content	Scale				
	Poor	Fair	Good	Very Good	Excellent
7. 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:					
8. USE OF PRIZES & SUPPORT SERVICES. Impact on company launch or growth. How prizes complement applicant investment.	1	2	3	4	5
Comments:					
9. FEASIBILITY. The business model is operationally feasible and financially attractive, likely to launch and/or grow.	1	2	3	4	5
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. Impact to Mandan _____
6. Scalability _____
7. Leadership Team _____
8. Use of Prizes _____
9. Feasibility _____

Total Content Score _____

DELIVERY SCORES (FINALISTS ONLY)

10. Delivery _____
11. Q&A _____
12. Bankable/Investable _____

Total Delivery Score _____

**TOTAL SCORE
(Of 60 possible points)** _____