

Pitch Evaluation Form

Team Name: _____

School: _____

Product/Service Idea: _____

Category	Score (Total Out of 100 total)
Business idea (/25): - Is it original? - If it's not original, have they developed a unique approach – to selling or packaging or other (such as partnership)? - Does the product/ service fill a need or solve a problem? - Did they present steps taken through prototyping and market research to back up their idea?	
Business knowledge (/25): - Did the team have a sense of what they would need financially to get started and where their initial capital would come from? - Has the team considered and identified revenue streams? - Has the team thoughtfully considered their target market and its reachability? - Did the team identify key partnerships and resources? - Were they able to articulate their unique selling proposition?	
Team work (/25): - Did all presenters participate fully? - Was their flow to the presentation? - Did the presenters articulate team goals?	
Professionalism of presentation (/25): - How did the team present itself? - Were they professional? - Did they speak clearly?	

Other Comments (Optional):