

Pitch Evaluation Form

Judge: _____

Ideation Bootcamp Location: _____

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 the students 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 it's 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 professionally dressed? • Did they speak clearly?	

Other Comments (Optional):