



Business Plan Competition Elevator Pitch Evaluation

Team Name: _____

CATEGORY 1: CONTENT (50%)

Clear, credible and well-organized, with attention focused on key concepts

1=lowest score 10=highest score

Use these questions to help determine the score:

- **Overall, is the proposed business believable and sustainable? Could it be successful if actually launched, regardless of being "lifestyle," nonprofit, or growth-oriented?**
- Did the presenter describe the need/opportunity and proposed solution in a clear, concise, and compelling manner?
- Has a realistic, addressable market been described?
- Is it clear how the business will reach this market? (the go-to-market strategy)
- Is the value proposition clearly stated and compelling?
- Were key areas of the business plan clearly covered?
- Were the competitive landscape and how the business will compete clear to you?
- Was the presenter convincing about the money or other resources needed and how they'll be used?
- Were the financials believable and sustainable, as presented?
- Is the business addressing any elements of sustainability, social justice, or ethics (or triple-bottom line)?

SCORE _____/10

CATEGORY 2: DELIVERY STYLE (50%)

Presentation delivered in a poised, professional, and compelling manner

1=lowest score 10=highest score

Use these questions to help determine the score:

- **Overall - Engage you/make you want to get more information?**
- Make good eye contact/connect with the judges?
- Speak clearly and concisely?
- Pace the presentation/make good use of time?
- Have a professional appearance?
- Use good body language, posture, and gestures?
- Have good responsiveness to judges?
- Display passion/interest in the business?

SCORE _____/10

TOTAL SCORE: _____