

# VETERANS FLORIDA PITCH COMPETITION – JUDGING CRITERIA

COMPETITOR \_\_\_\_\_

Scoring Scale    5 = Outstanding    4 = Above Average    3 = Average    2 = Below Average    1 = poor

| <b>PRESENTATION STYLE (20% of overall score)</b> |  | <b>SCORE</b> |
|--|--|--------------|
| 1.   | Clear, concise and logical and/or sequential form (5%)   |              |
| 2.   | Presentation stayed within time frame (3%)   |              |
| 3.   | Conveyed confidence and professionalism (3%)   |              |
| 4.   | Demonstrated knowledge of industry (3%)  |              |
| 5.   | Responsiveness to judges; effectively fielded questions (3%)                                   |              |
| 6.   | Stimulated investor interest and/or ability to maintain judges interest (3%)                   |              |
| COMMENTS/QUESTIONS                               |  |              |
| <b>CONTENT (35% of overall score)</b>            |  |              |
| 1.   | Product/service clearly described (3%)   |              |
| 2.   | Marketability of product/service substantiated (5%)  |              |
| 3.   | Strength of management team demonstrated (5%)  |              |
| 4.   | Company operations clearly described (5%)  |              |
| 5.   | Major risks identified (4%)  |              |
| 6.   | Sales analysis and forecasts clearly presented (4%)  |              |
| 7.   | Capital requirements clearly stated (5%)   |              |
| 8.   | Ability to relate need for the company (meaningful examples, practical applications, etc) (4%) |              |
| COMMENTS/QUESTIONS                               |  |              |

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| <b>VIABILITY (35% of overall score)</b>   |   |  |
|---|---|--|
| 1.  | <b>Market Opportunity:</b> There is a clear market need presented as well as a way to take advantage of that need. (7%)                       |  |
| 2.  | <b>Distinctive Competence:</b> The company provides something novel/unique/special that gives it a competitive advantage in this market. (7%) |  |
| 3.  | <b>Management Capability:</b> This team can effectively develop this company and handle the risks associated with the venture. (7%)           |  |
| 4.  | <b>Financial Understanding:</b> The team has a solid understanding of the financial requirements of the business. (7%)                        |  |
| 5.  | <b>Scalability/Investment Potential:</b> The business represents a real investment opportunity in which you would consider investing. (7%)    |  |
| COMMENTS/QUESTIONS                        |   |  |
| <b>VISUAL AIDS (10%) of overall score</b> |   |  |
| 1.  | Clear and readable (4%)   |  |
| 2.  | Relevant to plan (3%)   |  |
| 3.  | Attractive and professional (3%)  |  |
| COMMENTS/QUESTIONS                        |   |  |