

VETERANS FLORIDA PITCH COMPETITION – JUDGING CRITERIA

COMPETITOR _____

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

PRESENTATION STYLE (20% of overall score)		SCORE
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		
CONTENT (35% of overall score)		
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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VIABILITY (35% of overall score)		
1.	Market Opportunity: There is a clear market need presented as well as a way to take advantage of that need. (7%)	
2.	Distinctive Competence: The company provides something novel/unique/special that gives it a competitive advantage in this market. (7%)	
3.	Management Capability: This team can effectively develop this company and handle the risks associated with the venture. (7%)	
4.	Financial Understanding: The team has a solid understanding of the financial requirements of the business. (7%)	
5.	Scalability/Investment Potential: The business represents a real investment opportunity in which you would consider investing. (7%)	
COMMENTS/QUESTIONS		
VISUAL AIDS (10%) of overall score		
1.	Clear and readable (4%)	
2.	Relevant to plan (3%)	
3.	Attractive and professional (3%)	
COMMENTS/QUESTIONS		