

Appendix B: Judges Scoring Sheet

Evaluation sheet: Pitch Deck

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Elevator Pitch A quick one-liner summary that combines your vision/product and the mission of your company		3	
Momentum, Traction, Expertise (show me the results) Your timeline and milestones to date, growth metrics are key at early stage Highlight press, partnerships, awards etc. publicity. Customer success stories and/or testimonials		2	
Market opportunity Define Your Market: What business/space you are in. Total Market Size: Customers: Clearly define exactly who you serve, Possible Macro Trends & Insights that define market. How well the market is defined?		2	
The Problem & Solution What customer need do you fill? Define the real problem you are solving and how it's solved now.		2	
Product or Service: How good is your solution, is the solution doable and realistic. Does it solve the problem.		2	
Business Model: How well the key revenue streams are presented, do they feel realistic?		1	
Market Approach & Strategy: How you grow your business		1	
Team & Key Stakeholders (Investors, Advisors, Partners) Is the team balanced, have the managed to recruit advisers and supporters			
Financials How solid are the financials, are the any proof of income?			
Competition How is the problem currently solved. Who are the ones solving it? Where are you positioned in overall market?			
Investment: Your 'Ask' (funding, mentoring, market access etc) + short use of resources.			
Overall feel You can give +10 to -10 points depending the Feel of the proposal			
		Total max. 85	

OVERVIEW OF POINTS

1 - 2 points:	For the insecure, insufficient and non-satisfactory performance
3 points:	For the good performance
4 - 5 points:	For the excellent performance with none or few inessential shortcomings

