

Appendix A

PITCH IT! GBC Evaluation Criteria 2021 – Business Model Canvas

Rate each speed pitch/presenter on their ability to deliver their pitch in the following categories on a scale of 1 to 5.

COMPANY: _____

DATE: _____

<u>Criteria</u>	<u>Description</u>	<u>Very Low</u>		<u>Average</u>		<u>Excellent</u>	
Value Provided	Describes how the product/service will help address a problem?	1	2	3	4	5	
Customer Segments	Details the target audience?	1	2	3	4	5	
Channels	How does the company deliver their product?	1	2	3	4	5	
Customer Relationships	How does the company engage and communicate with customers?	1	2	3	4	5	
Revenue	How does the company earn money?	1	2	3	4	5	
Key Resources	What resources does the company have or need to operate?	1	2	3	4	5	
Key Partners	Who does the company need to collaborate with to deliver success?	1	2	3	4	5	
Key Activities	What does the company need to do regularly to succeed?	1	2	3	4	5	
Costs	What are the major operating costs of the business?	1	2	3	4	5	

Comments/Notes:

TOTAL POINTS OUT OF 45: _____