

Appendix B

PITCH IT! GBC Evaluation Criteria 2021 – Used for 3-minute Round 1 Application Pitch

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>	
Description of Product or Service	What is the business? Is it clear and concise?	1	2	3	4	5	
Problem/Need	The problem/need is evident & understood	1	2	3	4	5	
Customer	Who are they selling to? Do they understand who their customer is?	1	2	3	4	5	
Unique Selling Proposition	Why are customers going to buy from them? How do they differentiate themselves from their competitor?	1	2	3	4	5	
Competitors	Do they understand and identify their competitors?	1	2	3	4	5	
The Business Model	How will they make money? Will customers pay for it? How will they reach their customers?	1	2	3	4	5	
Overall	Pitch is concise and makes sense that it has the potential to deliver impact.	1	2	3	4	5	
Comments/Notes:							

TOTAL POINTS OUT OF 35: _____

