

## Appendix C

### PITCH IT! GBC Evaluation Criteria 2021 – Used for Final 5-minute 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>	
<b>Description of Product or Service</b>	What is the business? Is it clear and concise?	1	2	3	4	5	
<b>Problem/Need</b>	The problem/need is evident & understood	1	2	3	4	5	
<b>Customer</b>	Who are they selling to? Do they understand who their customer is?	1	2	3	4	5	
<b>Unique Selling Proposition</b>	Why are customers going to buy from them? How do they differentiate themselves from their competitor?	1	2	3	4	5	
<b>Competitors</b>	Do they understand and identify their competitors?	1	2	3	4	5	
<b>Business Model</b>	How will they make money? Will customers pay for it?	1	2	3	4	5	
<b>Marketing Plan</b>	Clear statement of how company will market their product?	1	2	3	4	5	
<b>Financial Statements</b>	Demonstrated knowledge of costs forecast and sales revenues	1	2	3	4	5	
<b>Visual Presentation</b>	Did the visuals used powerful, clear and concise?	1	2	3	4	5	
<b>Clarity of Presenter</b>	Was the presenter clear, concise and confident?	1	2	3	4	5	
<b>Time</b>	Did they use appropriate time? -/+ 30 seconds of 5-minutes allowed	1	2	3	4	5	
<b>Overall</b>	Would you invest in this business?	1	2	3	4	5	
Comments/Notes:							

TOTAL POINTS OUT OF 60: \_\_\_\_\_