

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>	
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	
Business Model	How will they make money? Will customers pay for it?	1	2	3	4	5	
Marketing Plan	Clear statement of how company will market their product?	1	2	3	4	5	
Financial Statements	Demonstrated knowledge of costs forecast and sales revenues	1	2	3	4	5	
Visual Presentation	Did the visuals used powerful, clear and concise?	1	2	3	4	5	
Clarity of Presenter	Was the presenter clear, concise and confident?	1	2	3	4	5	
Time 5-minute	Did they use appropriate time? +/- 30 seconds of 5-minutes allowed	1	2	3	4	5	
Use of funds	How the funds will support the business development.	1	2	3	4	5	
Overall	Would you invest in this business?	1	2	3	4	5	
Comments/Notes:							

TOTAL POINTS OUT OF 65: _____