

NAME

INVESTOR SCORING GUIDE

Listen to each pitch presentation, and score each criterion using a 5-point scale.

1	2	3	4	5
Needs work				Excellent

Entrepreneurship Idea Criteria Investor Scoring Guide

Entrepreneurship Idea Criteria	Group One Score	Group Two Score	Group Three Score	Group Four Score	Group Five Score	Group Six Score	Group Seven Score	Group Eight Score
Market and Need <ul style="list-style-type: none"> Does the pitch introduce the entrepreneurs on the team and explain what makes them unique? Does the pitch explain how the product or service solves a problem? Does the pitch identify the target market and explain how the product meets their needs or wants? 								
Innovative Ideas <ul style="list-style-type: none"> Does the pitch describe how the product or service is different from others available or explain its competitive advantage? 								
Design and Prototype <ul style="list-style-type: none"> Does the pitch include at least one visual? Does the visual (sketch or prototype) help explain the purpose of the product or service? Does the visual show the product's features or demonstrate how the product or service works? Is the visual eye-catching? 								
Market Research <ul style="list-style-type: none"> Does the pitch include data about potential customers or explain how market feedback will be gathered? 								

Presentation Skills Criteria Investor Scoring Guide

Preparation Skills Criteria	Group One Score	Group Two Score	Group Three Score	Group Four Score	Group Five Score	Group Six Score	Group Seven Score	Group Eight Score
Do the presenters: <ul style="list-style-type: none"> Speak confidently about their product or service idea? Make eye contact with the audience and investors? Show enthusiasm for their product or service idea? Answer questions about their product or service idea? 								

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Entrepreneurship Idea Criteria	Group Nine Score	Group Ten Score	Group Eleven Score	Group Twelve Score	Group Thirteen Score	Group Fourteen Score	Group Fifteen Score	Group Sixteen Score
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