



THE PITCH 2

Assessment Criteria Areas:

- Social Impact
- Demonstrable User Value
- Functional Technology
- Effective Teamwork
- Robust Business Model

Pitch Presentation (40 minutes):

You will have 20 minutes to pitch your idea to the Jury, who will then use 20 minutes to ask questions and give you feedback.

You will be expected to send a one pager highlighting the key aspects of your solution to the Jury 24 hours in advance of the Pitch.

<https://drive.google.com/drive/folders/0B4aWSW2FvW21dnVWekJYRVBwZTA>

Scorecard:

The following scorecard will be used by the Jury to evaluate the WTC Teams' throughout the five product development phases. Criteria will be added as the teams move through each phase.

It was agreed that there would be 4 evaluation phases. Each phase will focus on a different assessment criteria area. The Pitch 2 phase will focus on **User Value**.

It is important to note, though, that WTC teams will need to approach the development of their social tech in a holistic way, meaning that at each phase, they will need to demonstrate to the Jury that they have progressed across all assessment criteria areas. The Teams' scores will be represented on a spider chart, which will evolve at each evaluation.

Social Impact	Score /15
Clear definition of social issue	/3
Clear articulation of the product's social benefit	/3
Can show that product offers a more sustainable and/or impactful social solution than the alternatives	/3
Has identified riskiest social impact assumptions	/3
Has tested riskiest assumptions and solution idea with a small sample of beneficiaries	/3
User Value	Score /40
Clear articulation of the value to both the user of the product and, if different, to the purchaser.	/5
Can show that product or service is better or unique for the user and purchaser compared to other solutions.	/5
Has identified riskiest usage assumptions.	/5
Has surveyed potential user and gathered relevant user feedback.	/10
Has designed relevant metrics to collect user feedback	/5
Has tested first MVP with user and gathered relevant feedback.	/10
Functional Technology	Score /15
Clear articulation of the tech product and / or service that will solve the addressed social issues.	/3
Can demonstrate innovative use and implementation of the technology	/3
Right choice of technology to solve the problem	/3
Understand the cost and implementation implications of technology choices	/3
Ability to scale and rollout showing an understanding of the constraints involved	/3

Effective Teamwork	Score /15
Clear definitions of team roles	/5
Team roles focus on each member's strengths	/5
Show some planning and allocation of work that is appropriate to the skills of the individual team members	/10
Business Model	Score /15
Can describe what will ensure that the product will have financial value to the organisation and the markets it is aimed at.	/3
The business model has identified key stakeholders	/3
The business model identifies key milestones / objectives that should be met within defined timelines or budgets	/3
What is the marketing strategy for the product?	/2
What will the ongoing running costs be once the product is live.	/1
Can describe what will ensure that the product will have financial value to the organisation and the markets it is aimed at.	/3