

Scoring category

Poor	Fair	Average	Good	Excellent			
1	2	3	4	5			

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Pitch														
content															
Need – Explain the problem. Why is this product needed?															
Solution – Explain how your company will solve the problem															
Target Market – What is unique about your offering?															
Business Model – How do you make money?															
Growth Potential – How do you plan to grow your business?															
Delivery															
Energy and confidence – natural, enthusiastic, speech with good flow															
Voice/speech – Clarity of speech, proper volume, rate of speech and eye contact															
Respected time limit (3 minutes)															
Overall Impression															
Content (sum all points)															
Delivery (sum all points)															
Total Score (sum delivery and content)															