

PITCHING EVALUATION CRITERIA

Criteria	Description	Percentage of Overall Points
Unique Value Proposition	Has the idea/enterprise demonstrated an in-depth understanding of the problem they are trying to solve highlighting a unique use of emerging technologies?	20%
Market	How well has the participant demonstrated understanding of the potential available market they seek to target?	20%
Competition	How well has the participant identified the potential competitors to the innovation?	14%
Revenue Model	How well did the entrepreneur expound on the potential opportunities to scale the innovation through the proposed business/revenue model?	12%
Team	Does the enterprise have a proposed team?	8%
Ask	How well did the entrepreneur demonstrate their ASK to the target audience?	10%
	Does the innovation highlight the positive impact directly and/or	

