

JUDGE'S EVALUATION FORM

Event: Venture Capital – Pitchdeck Presentation

| Portfolio Presentation | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value |
|--|---|--|---|---|
| Company Purpose <i>Define the company/business in a single declarative sentence</i> | Crystal clear, compelling company definition. Immediately understand what the company does and who it serves. | Clear company definition. The audience understands the business purpose. | Vague or overly complex definition. Takes effort to understand what a company does. | Unclear or absent company definition. The audience was confused about the basic purpose. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Problem <i>Describe the customer's pain, current solutions and why they are inadequate</i> | Compelling articulation of customer pain with specific examples. Current solutions are clearly inadequate. The problem feels urgent and important. | Clear problem statement with reasonable evidence. Current solutions explained. The problem is understandable. | Problem stated but lacks clarity or evidence. Current solutions are not well explained. Urgency unclear. | Problem unclear or unconvincing. No evidence of customer pain. Fails to explain inadequacy of current solutions. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Solution <i>Value proposition and how your solution makes the customer's life better</i> | Exceptional value proposition that clearly addresses the problem. Solution benefits are compelling and specific. | Solid value proposition. The solution addresses the problem. Benefits are clear and reasonable. | Basic solution presented but value proposition is weak. Benefits are vague or generic. | The solution is unclear or doesn't address the stated problem. Value proposition absent or unconvincing. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Why Now? <i>Where does your solution fit in historical trends? What trends make your solution possible?</i> | Sophisticated understanding of market timing. Compelling trends clearly enable this solution now. | Good understanding of timing. Identifies relevant trends that support the venture. | Basic timing rationale. Trends mentioned but connection is weak or generic. | Poor or no timing explanation. Doesn't demonstrate why now is the right time.. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Market Size <i>TAM, SAM, SOM, Beachhead Segment, Selected early adopters/personas x (willingness to pay)</i> | Exceptional market analysis with credible TAM/SAM/SOM calculations. Beachhead segment clearly defined. Early adopters identified with evidence of willingness to pay. | Solid market sizing with reasonable TAM/SAM/SOM. Beachhead segment identified. Some evidence of customer willingness to pay. | Basic market sizing but lacks depth or credibility. Beachhead segment vague. Weak evidence of willingness to pay. . | Market sizing is absent, unrealistic, or poorly explained. No clear beachhead. No evidence of willingness to pay. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |

Business Strategy & Presentation Subtotal: _____ / 70

| Communication Criteria | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value |
|---|--|--|---|--|
| Clarity & Articulation <i>Ideas expressed clearly and understandably</i> | Exceptionally clear. Complex ideas explained simply and effectively. | Clear communication. Ideas are well-expressed and easy to follow. | Generally clear with some confusion or unclear phrasing. | Unclear communication. Difficult to understand the main points. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Professional Presence <i>Confidence, poise, and engagement; all members participate</i> | Highly professional, confident, engaging. All members contribute meaningfully. | Professional and appropriate. All members participate, though unevenly. | Generally professional with lapses. Not all members are fully engaged. | Unprofessional or one/some members don't participate meaningfully. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |
| Q&A Responses <i>Quality of responses; all members participate meaningfully (For teams)</i> | Thoughtful responses to all questions. All members contribute meaningfully. | Professional and appropriate. Good responses. All members participate, though contributions may be uneven. | Generally professional with lapses. Basic responses. Not all members are fully engaged. | Unprofessional or weak responses. One/some members don't participate meaningfully. |
| Score (0-10): _____ | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 |

Communication & Presentation Subtotal: _____ / 30

Total Points: _____ / 100