

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