

2012 Bob Mark Elevator Pitch Competition

Judge's Score Sheet

Team Name: _____

While scoring, please keep in mind two high level parts which entail an excellent pitch:

- If you were the customer, would you buy it?
- If you were the investor, would you invest?

Criteria – The team's pitch answered the following questions:		Rating 1 - 5 (5 is strongly agree)
1	What are the customers' needs?	
2	How does the team's product or service fulfill those needs?	
3	How are the customers' needs currently being filled by the competition?	
4	How is the team's product or service superior to the competition?	
5	Has the team demonstrated profitability?	
6	Do I know what funds they are seeking and how they plan to use those funds?	
7	Would you invest?	
8	Was the presentation captivating?	
TOTAL SCORE (highest score is 40)		

Rating Breakdown:

- 1 – strongly disagree
- 2 – disagree
- 3 – “middle of the road”
- 4 – agree
- 5 – strongly agree