



Investor Pitch Scoring Rubric

Team: _____

Judge: _____

Funding Recommendation

- Why You?** Does the individual or team have the ability, skills, and passion to implement this business, nonprofit or produce the product or service? If this requires technology or production of a prototype, does someone on the team have the skill to do it?

Excellent	Good	Average	Fair	Poor
10	9	8	7	6

Team is in place.

Team missing the skills needed.

- Who Cares?** Is there a market locally, nationally, or internationally for this product or service? If this is a social/nonprofit venture, is there a significant need being met? Have the students spoken with customers?

Excellent	Good	Average	Fair	Poor
10	9	8	7	6

Venture has Customers / clients/users.

No customers, no market.

- So What?** Does this team already have a venture in place and already operating? If this is a product or service do they have a prototype or have they already started offering the service?

Excellent	Good	Average	Fair	Poor
10	9	8	7	6

Venture is up and running. Product is built.

Venture is not real. No prototype.

- 4. Did the team present a comprehensive picture of their financials? Does the team have a clear understanding of the financial commitment it will take to grow the company? Does the team project clear and realistic financials 5 years out?**

Excellent	Good	Average	Fair	Poor
10	9	8	7	6
<i>Absolutely</i>			<i>Numbers were not accurate and/or complete</i>	

- 5. Presentation and Q&A clear, concise and effective overview of the venture, product or service.
Ability to succinctly respond to judges' inquiries and give substantive answers.**

Excellent	Good	Average	Fair	Poor
10	9	8	7	6
<i>Nailed it! I completely understand this product/service.</i>			<i>Terrible.</i>	

Total Points (max of 50): _____

Please provide additional comments. These comments may be shared with the team, but individual judges will not be identified.