



Investor Pitch Scoring Rubric

Team: _____

Judge: _____

Funding Recommendation

1. 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	5	4	3	2	1

Team is in place.

Team missing the skills needed.

2. 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	5	4	3	2	1

Venture has Customers / clients/users.

No customers, no market.

3. 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	5	4	3	2	1

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	5	4	3	2	1

Absolutely

Numbers were not accurate and/or complete

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	5	4	3	2	1

Nailed it! I completely Understand this product. service.

Terrible.

Total Points (max of 50): _____

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