

Phase 1 - Elevator Pitch Video Scoring Sheet

Business Name: _____

Judge Name: _____

Top 40 will advance to Phase 2

| | Judges Score | Total Possible |
|--|--------------|----------------|
| The Product: | | |
| Description of the product or service. | | 15 |
| Explanation of the product or service's unique selling position. | | 10 |
| Explanation of product's innovative or creative quality. | | 10 |
| The Money: | | |
| Explanation of the initial investment amount. | | 10 |
| Explanation of how much the product or service will cost to produce. | | 10 |
| Explanation of how much the product or service will sell for. | | 10 |
| The Customer: | | |
| Describes the seller's target customer. | | 10 |
| Describes how the product/business benefits the local economy. | | 5 |
| Describes risk and opportunity of developing the product or service. | | 5 |
| The Presentation: | | |
| Believable and Likeable - General presentation skills | | 5 |
| Convincingly demonstrates the opportunity | | 5 |
| Professionalism | | 5 |
| The Time: | | |
| on time (60-90 Seconds) | | 0 |
| over or under 10 seconds | | -2 |
| over or under 20 seconds | | -3 |
| over or under 30 seconds or more | | -5 |
| Total | 0 | 100 |

Comments: