



## Final Pitch Event Judging Criteria

DIMENSION	NOTES
<b>Idea:</b> This idea is unique.	
<b>Problem:</b> There is a clearly defined problem.	
<b>Solution:</b> The provided solution is specific in addressing the stated problem.	
<b>Value Proposition:</b> This is unique/superior to any other alternatives.	
<b>Target Customer(s):</b> Specific customer is identified & the team has identified the problem within this customer group.	
<b>Competitive Advantage:</b> If the idea were implemented, it would clearly add value in excess of costs to its target customers.	
<b>Key Resources:</b> The author(s) understand what it will take to implement the idea.	
<b>What's Your Why:</b> The author(s) are passionate about the idea.	
<b>Presentation Delivery:</b> Did the presenter(s) capture and hold the audience's attention?	
<b>Presentation Content:</b> Was the idea concept persuasively described?	
<b>Q&amp;A:</b> Did the presenter understand the questions asked during Q&A and effectively address them?	

The overall score is a SINGLE 1-10 rating.  
Overall Score is assigned based on the Judge's discretion.