



Final Pitch Event Judging Criteria

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