

Judging Criteria Final Pitch:

Participants are expected to cover the criteria below in their presentation. You will provide a score **out of 5** for each topic with a possible total score of 40.

Topic	Components	Score (out of 5 for each section)
Business Description	<ul style="list-style-type: none"> • Clear description and purpose • Description of niche 	
Target Market	<ul style="list-style-type: none"> • Customer is clearly identified (gender, age, location, income level) 	
Competition	<ul style="list-style-type: none"> • Demonstrated knowledge of the marketplace • Described how the business is different 	
Product & Price	<ul style="list-style-type: none"> • Features and benefits clearly outlined • Description of pricing strategy and reasoning 	
Distribution & Promotion	<ul style="list-style-type: none"> • Description of sales channels for both new and returning customers • Identified how they will get customers attention 	
Viability	<ul style="list-style-type: none"> • Clearly understands the costs of doing business (sales & profits) • Description of how they would use any seed capital • Communicated how business will survive through the uncertainty of the COVID marketplace. 	
Pitch	<ul style="list-style-type: none"> • Clarity of message • Supported by evidence • Effective closing 	
Supporting Material (slides/samples/printed)	<ul style="list-style-type: none"> • Clearly supported pitch 	
Total		/ 40

