



Judging Criteria First 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 50.

Topic	Components	Score (out of 5 for each section)
Business Description	<ul style="list-style-type: none"> • Clear description and purpose • Ownership structure, roles and responsibilities are clearly defined • Description of niche 	
Target Market	<ul style="list-style-type: none"> • Customer is clearly identified (gender, age, location, income level) 	
Industry & Competition	<ul style="list-style-type: none"> • Identified industry or sector as well as growth/influences/trends • Knows the competition • Described how the business is different • Understands the size of their market 	
Product & Price	<ul style="list-style-type: none"> • Features and benefits clearly outlined • Description of pricing strategy and reasoning • Demonstrated pricing accounts for profit 	
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 	
Resources	<ul style="list-style-type: none"> • Description of necessary equipment, suppliers, partnerships and required resources 	
Risks	<ul style="list-style-type: none"> • Clearly identified risks to the business • Identified how risks will be mitigated • Clearly communicated how business will operate during and post-COVID 	
Viability	<ul style="list-style-type: none"> • Start-up is cost realistic • Demonstrated business will have/has revenue 	

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		/ 50

General Comments (presentation style, clarity, recommendations & something that stood out)

After the first round of judging 7 finalists will be chosen