

SCORING SHEET

JUDGE:	
PRESENTER:	
Based on the business plan and presentation, use the following scoring guide (10 b the statements or questions below.	eing the highest score) to respond to
Market (30 points)	
1. Target market is clearly defined	Score (1-10)
2. Will impact the lives of the target market in a measurable way	Score (1-10)
3. The product/idea is innovative and creative	Score (1-10)
Commercialization Potential (30 points)	
1. The product/idea is in an industry that is growing	Score (1-10)
2. The presenter has a solid sales strategy	Score (1-10)
3. Explains clearly how their product/idea will make money	Score (1-10)
Marketplace Need (20 points)	
1. Industry opportunity clearly described and identified	Score (1-10)
2. Potential competitors addressed, and competitive edge identified	Score (1-10)
Presentation (20 points)	
1. Pitch was delivered clearly, at a proper volume, and at a good pace	Score (1-10)
2. Pitch was delivered naturally, enthusiastically, and with good flow	Score (1-10)
	Total: /100
Comments to the Presenter:	,