



*“Proceed as if success is inevitable.” ~Unknown*

**PitchFeast Judging Rubric**

**Pitch Finalist Name:** \_\_\_\_\_

**Judge Name:** \_\_\_\_\_

- 1. Was the problem clearly defined? **Overall Content Score** \_\_\_\_\_
- 2. How will the product/service solve the problem?
- 3. Who is the competition? How is this concept different?
- 4. What is the Total Addressable Market (TAM) and what is the Service Available Market (SAM)?
- 5. What is the cost to produce the product/service? Potential for profitability?
- 6. Who is on the leadership team?
- 7. Did the finalist clearly explain how she would utilize the \$1,000 to prove out her concept?
- 8. Is the slide deck designed well?

**Overall Delivery Score** \_\_\_\_\_

Overall

- 1. Spoke engagingly?
- 2. Told a story instead of making a list? Delivered a clear, compelling pitch?
- 3. Used language that everyone could understand?
- 4. Was passionate about the idea, full of energy?

**Total Score** \_\_\_\_\_

**Scoring Rubric**

0-	No
1-	Needs Work
2-	Satisfactory
3-	Well Done