

APPENDIX 9

BUSINESS PITCH OR EXPO RUBRIC

Presenters will have 3-5 minutes of uninterrupted time to tell the judges about their business. Highlights should include:

- Introduce yourself, your business, your product/service
- The problem that your solution addresses
- Relevant samples, prototypes, demonstrations, pictures
- Your market research (include target market, preferences of buyers, other useful info)
- Your defined marketing mix (Product, Price, Promotion, Place, Packaging)
- The financial forecast of the business (what are your predictions?)
- The current known financials of the business (costs and sales)
- Break-even point
- Closing: Recap of problem and how your business solves it, thank judges for their time, why should they pick you/your team. End with a call to action

Assume that the judges know nothing about your business already and have not read your business plan.

Judging Rubric

Business Name: _____

Criterion (Score 0 if element is missing)	Below Expectations	Meets Expectations	Exceeds Expectations	Score
Description of product or service is clear	(1)	(2)	(3)	
Marketing plan is thorough	(1)	(2)	(3)	
Competitors are identified and analyzed with business' competitive advantage explained	(1)	(2)	(3)	
Business risks are identified and mitigated	(1)	(2)	(3)	
Business could be sustainable in the real-world	(1)	(2)	(3)	
Presentation is well organized	(1)	(2)	(3)	
Self-confidence, poise, good speaking rate & volume	(1)	(2)	(3)	
Presentation stayed within 3-5 minutes	(1)	(2)	(3)	
Demonstrates ability to effectively answer panel's questions	(1)	(2)	(3)	
Additional notes				Total Score Out of 30

Suggested Judge Questions

1. What market research have you completed?
2. What makes you think that you are going to sell enough units to make this business worthwhile?
3. How much is your product/service?
4. How much does it cost to produce your product or service?
5. What is your marketing strategy?
6. What are some specific strategies you are going to use to reach your target market?
7. How will you advertise your business?
8. Where will people buy your product or service?
9. What are some of the challenges you anticipate your business will face?
10. Who are your competitors?
11. What is your unique selling point?
12. What are your plans for future growth?
13. Who is going to buy your product? What does your average customer look like?
14. How can customers pay for your product or service?
15. What are the strengths that you (your team members) bring to this company?
16. How much time are you having to put into the business each day/week?
17. How much money do/did you need to get started?
18. When will you break even?
19. How will you handle difference of opinion between group members?
20. How did you come up with your idea?
21. How did you choose your business name?
22. What is the mission of your business?
23. What feedback are you getting from customers so far?