**2020 Business Plan Competition**

**Elevator Pitch Evaluation**

Team Name: ____________________________________________________

<table>
<thead>
<tr>
<th>CATEGORY 1: CONTENT (50%)</th>
<th>CATEGORY 2: DELIVERY STYLE (50%)</th>
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</thead>
<tbody>
<tr>
<td><em>Clear, credible and well-organized, with attention focused on key concepts</em></td>
<td><em>Presentation delivered in a poised, professional, and compelling manner</em></td>
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<tr>
<td>1=lowest score 10=highest score</td>
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</tbody>
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Use these questions to help determine the score:

- **Overall**, is the proposed business believable and sustainable? Could it be successful if actually launched, regardless of being "lifestyle," nonprofit, or growth-oriented?
- Did the presenter describe the need/opportunity and proposed solution in a clear, concise, and compelling manner?
- Has a realistic, addressable market been described?
- Is it clear how the business will reach this market? (the go-to-market strategy)
- Is the value proposition clearly stated and compelling?
- Were key areas of the business plan clearly covered?
- Were the competitive landscape and how the business will compete clear to you?
- Was the presenter convincing about the money or other resources needed and how they’ll be used?
- Were the financials believable and sustainable, as presented?
- Is the business addressing any elements of sustainability, social justice, or ethics (or triple-bottom line)?

SCORE ____________________________/10

SCORE ___________________________/10

TOTAL SCORE: ____________________________________________________________________________________________