

Student Name: _____

Idea: _____

PLEASE IDENTIFY TO *WHOM* YOU ARE PITCHING. YOUR AUDIENCE IS EITHER: A) PROSPECTIVE INVESTORS IN YOUR BUSINESS; B) PROSPECTIVE CUSTOMERS OR CLIENTS YOU ARE TRYING TO CONVINCED TO BUY YOUR NEW PRODUCT OR SERVICE; C) A COMPANY YOU ARE TRYING TO CONVINCED TO HIRE YOU FOR A JOB, D) A PROSPECTIVE EMPLOYEE YOU ARE TRYING TO RECRUIT TO YOUR COMPANY; E) YOUR BOARD OF DIRECTORS; F) OTHER (PLEASE IDENTIFY).

Personal Pitch—

Strength of presentation: conveys confidence, enthusiasm and professionalism	/5
Demonstrates strong skills and background necessary to launch and operate a venture	/5
Stimulates interest and/or ability to maintain interest	/5
Explains opportunity succinctly and understandably	/5
Total	/20

Notes:

Idea Pitch—

Value proposition – problem being solved/differentiated value/negative cost for customer/innovation or ‘pixie dust’/competitive advantage	/5
Size of opportunity	/5
Cost of customer acquisition/use of guerrilla or social marketing	/5
Cash conversion cycle—ability to generate cash	/5
Ability to execute	/5
Scalability/Network effects/reversing out the work to customers or suppliers/custom outputs from standard inputs	/5
Total	/35

Notes:

Grand Total _____/50