Brave Pitch Competition: Judge Score Card

Student Name: _________________________________________________________________

Idea: _________________________________________________________________________

Judging Criteria
Judges will consider the following criteria for scoring the presentations. For each item, award between 0 to 10 points, with 10 representing the top score:

____ Definition of the Problem or Opportunity
The extent to which the contestant provided a clear and convincing description of a problem or opportunity. Consider how innovative the idea is as well as the importance and scope of the problem/opportunity. Market and social problems/opportunities should be considered of equal importance.

____ Solution to Problem/Opportunity
The concept, market opportunity, and solution are clearly stated, compelling, and believable.

____ Impact of Solution/Idea
The level of impact that the idea will have on the identified problem/opportunity. Additionally, the size of the population that will be impacted will be assessed. Ideas with a greater impact will be scored higher.

____ Feasibility of Marketing and Implementing the Solution/Idea
The extent to which implementation of the idea/solution is feasible, considering the time, capital, and other resources that will be required. Additionally, the likelihood of being able to successfully market the solution.

____ Presentation Style
Confident delivery with a clear, concise message, presented in a professional manner.

____ Total Score

Comments: