

Pitching Round Business Innovation Judging Rubric

Please assess the concept on **feasibility, growth potential, and wow factor** by assigning a score for each of the following questions. Circle the best answer and calculate the score at the bottom of the page.



Concept Name: _____

Feasibility Score	1	2	3	4	5
The team demonstrates a rich understanding of the problem and the customer who has the problem.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The team's proposed solution appears to solve the problem and deliver superior value in comparison to existing alternatives.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The team has made meaningful progress in validating a financially viable business model.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The team appears to possess the skills and resources needed to execute the concept.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Growth Potential Score	1	2	3	4	5
How large is the potential market for this solution?	Very small	Small	Medium	Medium to large	Large
What share of the potential market could be served by this team's solution?	Very small	Small	Medium	Medium to large	Large
This concept will be able to defend its position against emerging competition due to an unfair/sustainable advantage.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The business model can be quickly and efficiently scaled.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Wow Factor Score (10 points total)

Awarded for creativity, ingenuity, persistence, passion, storytelling and any other intangibles that are deemed likely to influence the feasibility and growth potential of the business.

1 2 3 4 5 6 7 8 9 10

Total Score _____ /50