

PITCH RESOURCES
SAMPLE JUDGE QUESTIONS



- How big/important is the pain/problem that your business / social venture will be solving for customers?
- How do you know that customers will want to buy your product/service/solution?
- How big is the market for your product/service?
- Why will customers choose to buy your product (or pay for your service) instead of something else?
- Who/what do you see as the toughest competition for your product/service? Why?
- What will keep others from simply copying your business/social impact model if it is successful?
- How did/will you decide how much to charge for your product/service, and will it be high enough to be profitable?
- Assuming you have all the money you need to launch the business tomorrow, what do you still need to figure out before you start?
- What experiences or skills does the team have that will help this business/social venture to succeed?
- Is this a business/social venture that you would actually like to launch? Why or why not?
- How did you come up with this idea?
- How do you plan to promote/market this product/service?
- What do you see as the biggest challenge/obstacle to achieving success with this product/service?
- How much money do you think you will be able to make in your first year? First three years?