



Penn West Clarion 2024 BizPitch Competition

Your assessments of this presentation may be based on any information provided by the team.

Judge's Name: _____

Venture Name: _____

Criteria	Guiding Questions	Score
Business Idea and Model	<ul style="list-style-type: none"> Presented a clear, exciting, and concise overview of the business idea/plan Clearly described the key features and benefits of their products and/or services. 	<p>0 1 2 3 4 5</p>
Implementation plans	<ul style="list-style-type: none"> Discussed a step-by-step process of concrete actions to show the business' start-up Demonstrated that the business' idea provides a well-defined solution to a current problem 	<p>0 1 2 3 4 5</p>
Target Market	<ul style="list-style-type: none"> Displays an understanding of their target market(s) Describes target market by size and characteristics 	<p>0 1 2 3 4 5</p>
Market understanding	<ul style="list-style-type: none"> Shows how their solution compares to current methods of solving the noted problem Discussed what marketing platforms they plan to utilize to capture their target market 	<p>0 1 2 3 4 5</p>
Profitability	<ul style="list-style-type: none"> Presenter(s) show how their business operations will yield profit or financial gain Clearly describes marketing strategies to implement to maximize profit 	<p>0 1 2 3 4 5</p>

Operations	<ul style="list-style-type: none"> • Described a plan for production and/or delivery of product or services • Outlined cost, margins, operating complexity, and resources required 	0 1 2 3 4 5
Feasibility	<ul style="list-style-type: none"> • Validated the idea/solution feasibility or showed potential to be validated effectively? • Prompts some questions about ability to manage and fund the venture. 	0 1 2 3 4 5
Presentation Quality	<ul style="list-style-type: none"> • The Presentation was memorable, unique and well organized 	0 1 2 3 4 5
Answering Questions	<ul style="list-style-type: none"> • Provide a sufficient answer to the questions asked 	0 1 2 3 4 5

Score _____

Overall Thoughts/Comments/Notes: