PITCH GUIDELINES
AND
JUDGING CRITERIA

This guide describes the criteria that will be used to judge the pitch competition.

Presentations will be judged based on the completeness and validity of the business model presented and how well that model addresses four key criteria (addressed in "Pitch Elements", below).

This guide is for:

PARTICIPANTS / OBSERVERS

This guide gives you the same information provided to presenters and judges. We hope having access to this information will make the process more transparent and improve your participation experience.

PRESENTERS

This guide provides you will an overview of the criterial the judges will use to evaluate your presentations. You should work with you team and pitch coaches to show your business model in the best light possible with respect to the judging criteria.

JUDGES

This judging rubric is based on a simplified version of the Lean Startup methodology and Business Model Canvas. This guide is intended to help all judges apply the criteria uniformly.

Score each team using the "Pitch Scoring Form". Base your scores on the information presented during the pitch as well as any information gained during the question and answer period.

Logika
working forward

SCORING STRUCTURE

Each pitch will be judged with respect to the four "Pitch Elements". Judges should remember to consider each element separately. Teams will receive the following scores if they:

Deficient	1 – miss key details with respect to this element
	To receive a "Specified" score, the team must show a basic understanding of this element of their business
Specified	2 – present a minimum credible model
	3 – present a robust model
	4 – present a convincing and comprehensive model, but has not presented validation data
	To receive a "Validated" score, all "Specified" criteria must be met PLUS
Validated	5 – provide anecdotal validation data
	6 – provide some specific qualitative and quantitative data
	7 – present a completely validated model for the element
	To receive an "Advanced" score, all "Validated" criteria must be met PLUS
	8 – address some of the additional element-specific details listed on the pitch scoring form
Advanced	9 – address ALL additional element-specific details
	10 – COMPLETELY address all the additional elements and present truly exemplary wor

Logika
working forward

Presentations supported by (potential) customer data should be scored higher than those that simply present compelling logical arguments.

CREATE DEMAND

At a basic level, this model element will address the relationship between customer segments and value proposition to show how demand for the product and/or service will be created.

Judges will consider all elements of the value proposition including differentiation from an improvement over existing solutions, intellectual property protections, and licensing and other value recognition mechanisms.

Presentations that score highest in this element will include identification of Channels (how will potential customers become aware of the company and its products and/or services) and Relationships (what kind of commercial/purchasing relationship does the customer desire).

FULFILL DEMAND

At a basic level, this model element addresses the key activities and resources required to produce the product and/or service at sufficient quality and quantity to fulfill demand.

Presentations that score highest in this element will include identification of key partnerships needed to provide capabilities not controlled by the company and specifications of basic partnership terms.

Presenters should demonstrate a strong knowledge of key capabilities and resources required including the means by which these capabilities and resources will be acquired and maintained including licensing agreements, specialized professional licensing and certifications, intellectual property agreements, and outsourcing and contracting arrangements.

MANAGE THE MONEY

At a basic level, this model element addresses basic cash flows. How will the company make and spend money?

Presentations that score highest in this element will include a detailed understanding of important financial metrics such as Customer Acquisition Costs (CAC), Monthly Recurring Revenue (MRR), Cost of Goods Sold (COGS), and other industry-specific measures.

Presenter should include all important drivers of the revenue and expense models and be prepared to discuss details such as intellectual property, licensing fees and revenues, legal and other fees associated with complex regulatory and trade issues.

Beware of vanity metrics! For example, Facebook followers without a conversion ratio.

BUILD THE TEAM

At a basic level, this model element addresses the key roles and results necessary to make the business successful.

Presentations that score highest in this element will address all key roles including advisory, partner, and professional service (e.g., legal, accounting) roles and address the basic structure of partnership agreements.

Logika
working forward

Pitch Scoring Form

Logika
working forward™

Team Name: _____ Date:_____

	Advanced			Validated			Specified			Deficient
	10	9	8	7	6	5	4	3	2	1
Create Demand	Marketing channels and monetization models built and validated.			There is clear validation that the TMs have demand for the VP. The VP provides significant advantages over competitors.			The basic value proposition (VP) and target market(s) (TMs) have been identified.			Key information about target markets or value proposition missing.
	10	9	8	7	6	5	4	3	2	1
Fulfill Demand	Goals and guidelines established for key internal and external partnerships.			All key activities and resources necessary to fulfill demand have been identified and verified.			The basic process for creating and delivering products and services has been identified.			Key information about how the product or service will be produced is missing and no plan exists for filling the gap.
	10	9	8	7	6	5	4	3	2	1
Manage the Money	Fully articulated cash flow and growth model.			Clear understanding of specific key cash metrics (e.g, CAC, MRR, COGS)			Basic cash flows identified.			Key information about costs and income streams missing.
	10	9	8	7	6	5	4	3	2	1
Build the Team	Clear understandings and agreements in place with all key participants. Initial cap table in place.			All startup roles and advisors in place.			Essential startup roles identified and filled.			Key roles are missing and have not been identified.

Q&A Notes: Final Score: /40

Judge: _____

The latest version of this guide is available for download at logika-usa.com/pitchguide.

At Logika we believe that pitch competitions are an important part of the entrepreneurial ecosystem. Pitch competitions give entrepreneurs a chance to be seen by the community, practice and improve their pitches, and get exposure to potential investors.

We also know that organizing and running a pitch competition is hard. So, we want to offer a little help. Between organizing the event, recruiting entrepreneurs to pitch, and getting judges to show up, sometimes there's just no time to create clear judging criteria.

This pitch guide is designed to solve that problem. Specifically, it is:

- A transparent process that gives participants, judges, and audience members a shared, clear understanding of how the competition will be run
- Based on best practices for developing a running a startup
- Designed to improve the quality of pitches and make companies more successful

PERMISSION TO USE

You may use this guide, without charge, for your event under the following conditions:

- The guide is used in its entirety, without deletions or modifications
- The guide is made available to all judges and participants
- Optional, but highly encouraged, the guide is made available to all audience members (suggestion: distribute electronically on the website for your event)
- Your event does not produce more than $10,000 in revenue including ticket sales, entry fees, sponsorships, and all other sources including in-kind support.

Contact us at pitchguide@logika-usa.com to discuss permission to use under other conditions.

FEEDBACK

We'd love your feedback for future editions of this guide. Please send your thoughts and comments to pitchguide@logika-usa.com. Please note that any suggestions become the property of Logika International, LLC and may be included (with or without modification) in future editions of this guide. Let us know if you would like to be credited for your input, the name (individual or organization) you would like credited, and include a logo (transparent – not white – background .png or .eps please) if you would like.

We'd also appreciate it if you would drop us a note (pitchguide@logika-usa.com) if you use the guide at your event. Feel free to send us a logo (same specs) if you would like to be included on our "wall of fame".

Logika
working forward

This guide produced by:

Logika

working forward™

Logika International, LLC works with founders, scale-up leaders and established business executives to successfully start, sustain, and scale new ventures, divisions and product lines.

We also work with companies to upgrade "employee thinking" to entrepreneurial thinking to create an agile workforce prepared to meet the challenges of an increasingly demanding and dynamic marketplace.

THE INDY STARTUP
CHALLENGE™

The Indy Startup Challenge (TISC) is a 10-week bootcamp that supports people with a business idea and the passion to succeed as they turn that idea into a product and then wrap that product in a business.

TISC uses the Business Model Canvas – the criteria used as the basis for this judging guide – to model business assumptions; perform small, fast, inexpensive tests of those assumptions; then integrate learnings from those tests into a better model. The result is a validated business model, a clear understanding of what the business is capable of, and a data-supported pitch.