

Pitch Scoring Form

Team Name: _____ Date: _____

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

Q&A Notes:

Final Score: /40

Judge: _____