



# 2019 MEDA Pitch Competition Rubric

Judge:

Pitch Contestant:

Name of business idea:

## PART 1: CONTENT

	YES	NO	Weak 1-4	Neutral 5-7	Strong 8-10
<p><b>Opportunity for Social and Environmental Impact:</b> Does the product/service address a clearly defined problem?</p> <p>Have they clearly expressed how their product/service is an effective solution?</p>					
<p><b>The Product/Service:</b> Is the product or service unique? For ideas, do they provide proof of concept that has been grounded and tested?</p> <p>Have they outlined their competitive advantage?</p>					
<p><b>Market Analysis:</b> Is the target customer and value proposition clearly defined?</p> <p>Have they provided a description of the size (\$), growth potential, and composition of the market?</p>					
<p><b>Marketing and Production Channels:</b> Has the delivery and promotion of the product/service to the customer been considered and articulated? Is proof of customer engagement and interest provided?</p> <p>What barriers are there to entering this market?</p>					
<p><b>Revenue Streams:</b> Is the pricing of the product/service feasible? Are target customers willing to pay?</p> <p>Has a clear revenue model been provided? Is the return on investment is made clear?</p>					
<p><b>Cost Structure and Financial Viability:</b> Are the costs to produce addressed and feasible? Is the business model viable?</p>					

<p><b>Next Steps:</b> Has the participant considered next-step activities, resources and partnerships to deliver on the product/service?</p> <p>Do they have the resources to meet their goals? If not, is there a clear plan to acquire them?</p>					
<p><b>Future Potential:</b> Do they explain the scalability and sustainability of the business? Is an exit strategy provided?</p> <p>Has the participant expressed how they would use the prize money?</p>					

## PART 2: DELIVERY

	YES	NO	Weak 1-2	Neutral 3-4	Strong 5
<p><b>Clarity:</b> Spoken language is clear and is easily understood.</p>					
<p><b>Aesthetics:</b> Do stylistic choices and embellishments in visual materials serve or hinder communication?</p>					
<p><b>Lasting Impression:</b> Did they connect with the audience to leave a lasting impression? Are you convinced they can succeed?</p>					

## Bonus Points

	Weak 1-2	Neutral 3-4	Strong 5
<p><b>Audience Vote</b></p> <p>Audience will vote for their favourite pitch and ask questions on the mobile app. Votes will be tallied to add bonus points to judges scores. Five points will be awarded to the team with the most votes, the team with the second most votes will receive four points, the team with the third most votes will receive three points and so on. The audience's favourite pitch will win the fan favourite award and, as a one time offer, be featured on all MEDA social media!</p>			

Overall score for the business idea out of 95:

**Comments:**