

# Southern Virginia Business Pitch Competition Rubric

COMPETITOR NAME:

|                                                                                                                             | Rate (1-3) | 1=No<br>2=Maybe<br>3=Yes |
|-----------------------------------------------------------------------------------------------------------------------------|------------|--------------------------|
| <b>General/Admin - 15% of Total</b>                                                                                         |            |                          |
| Did the applicant complete CO.STARTERS Business Bootcamp or a similar training program?                                     |            |                          |
| Did the applicant submit a video pitch of the appropriate length that clearly articulated the business?                     |            |                          |
| If yes, was the video pitch compelling?                                                                                     |            |                          |
| Did the applicant submit a business plan?                                                                                   |            |                          |
| Did the applicant submit a financial projections worksheet?                                                                 |            |                          |
| If awarded a grant - Is it likely that the funding will be used within 12 calendar months?                                  |            |                          |
| Based on the response in the application, do you believe the applicant will willingly communicate and be an active partner? |            |                          |
| <b>Subtotal</b>                                                                                                             | <b>0</b>   |                          |

|                                                                                                           | Rate (1-5) | 5=Outstanding<br>4=Above Average<br>3=Average<br>2=Below Average<br>1=Poor |
|-----------------------------------------------------------------------------------------------------------|------------|----------------------------------------------------------------------------|
| <b>Concept/Viability - 15% of Total</b>                                                                   |            |                                                                            |
| Does the project solve a legitimate pain point/problem?                                                   |            |                                                                            |
| How realistic is the project to become a reality?                                                         |            |                                                                            |
| Does the team/entrepreneur(s) have the complementary skillsets required?                                  |            |                                                                            |
| The project ask/funding requirements are appropriate and achievable. (5 = Achievable, 1 = Less likely)    |            |                                                                            |
| <b>Subtotal</b>                                                                                           | <b>0</b>   |                                                                            |
| <b>Marketability - 15% of Total</b>                                                                       |            |                                                                            |
| Total Addressable Market Size (5 = this concept affects a large number of people)                         |            |                                                                            |
| Competition: This concept is disruptive vs existing competitors                                           |            |                                                                            |
| Is there an adequate plan to bring the project to reality?                                                |            |                                                                            |
| <b>Subtotal</b>                                                                                           | <b>0</b>   |                                                                            |
| <b>Financials - 15% of Total</b>                                                                          |            |                                                                            |
| Do they know how much money they need to launch?                                                          |            |                                                                            |
| Do they showcase a clear vision for growing the company through proper investment (internal or external?) |            |                                                                            |
| Do they know how long until they generate revenue, break even, and/or have positive cash flow?            |            |                                                                            |
| Are their financial statements well reasoned?                                                             |            |                                                                            |
| <b>Subtotal</b>                                                                                           | <b>0</b>   |                                                                            |
| <b>Pitch Quality - 20% of Total</b>                                                                       |            |                                                                            |
| Verbal presentation (Clear, Concise, Logical)                                                             |            |                                                                            |
| Demonstrated knowledge of the industry                                                                    |            |                                                                            |
| Presentation stayed within allotted timeframe                                                             |            |                                                                            |
| Responsiveness to judges, fielded questions effectively                                                   |            |                                                                            |
| Powerpoint/Visual Aids (Clear, Readable, Professional, Relevant to the Presentation)                      |            |                                                                            |
| Poise, charisma, confidence, professionalism                                                              |            |                                                                            |
| <b>Subtotal</b>                                                                                           | <b>0</b>   |                                                                            |
| <b>Local/Community Impact - 20% of Total</b>                                                              |            |                                                                            |
| Does this business create jobs? (Higher ratings for number, quality, and sustainability)                  |            |                                                                            |
| Is the business model traded sector?                                                                      |            |                                                                            |
| Is the business model a target industry for the region?                                                   |            |                                                                            |
| Rate the impact this business has directly on local community                                             |            |                                                                            |
| Rate the impact this business has directly on the regional community                                      |            |                                                                            |
| <b>Subtotal</b>                                                                                           | <b>0</b>   |                                                                            |

|              |          |  |
|--------------|----------|--|
| <b>TOTAL</b> | <b>0</b> |  |
|--------------|----------|--|