

Southern Virginia Business Pitch Competition Rubric

COMPETITOR NAME:

	Rate (1-3)	1=No 2=Maybe 3=Yes
General/Admin - 15% of Total		
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?		
Subtotal	0	

	Rate (1-5)	5=Outstanding 4=Above Average 3=Average 2=Below Average 1=Poor
Concept/Viability - 15% of Total		
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)		
Subtotal	0	
Marketability - 15% of Total		
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?		
Subtotal	0	
Financials - 15% of Total		
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?		
Subtotal	0	
Pitch Quality - 20% of Total		
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		
Subtotal	0	
Local/Community Impact - 20% of Total		
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		
Subtotal	0	

TOTAL	0	
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