

## Big Idea Blitz Practice Pitch Feedback Sheet

Please verify that these fields are correct prior to proceeding with scoring:

Scoring: 1-5 (1=very weak to 5=very strong/supported by evidence)

Judging Criteria	Score	Comments regarding the reason for your score
<b>1. Big Idea Itself</b> (Problem-Solution fit: product/technology/big idea)  <i>To Consider:</i> - What is the problem? Is it worth solving? Does the solution have the potential to solve the problem in a relevant way for the customer? - What evidence did the team provide to demonstrate they understand the problem (from their customer's point of view)? - Is the solution feasible? Does the team understand what it will take and have the capability to develop the solution? - The degree by which the solution/idea could actually solve the problem. - The degree of uniqueness or originality the solution/idea possesses.	0	
<b>2. Market</b> (size and viability)  <i>To Consider:</i> - Did the team adequately describe the overall market, addressable market, target market, and respective sizing? Did they have initial ideas on how to reach the market (go-to-market strategy)? - What is the intended impact, what is its reach, magnitude, and viability?	0	
<b>3. Customers</b> (who they are, customer discovery and clear value proposition - what's in it for them?)  <i>To Consider:</i> - Does the team have a clear understanding of who cares about the problem being solved and what a new solution needs to deliver to be of value to them? - What evidence did the team provide to demonstrate they understand their customers and their need/desire for a better solution? (e.g., secondary research, customer discovery, personal experiences, etc.)	0	
<b>4. Competitive analysis/competitive advantages</b>  <i>To Consider:</i> - Did the team demonstrate an understanding of the competition? Did they discuss the customer's alternatives? How does their proposed solution provide a greater value/benefit to the Customer - do they offer a compelling competitive advantage?	0	
<b>5. Revenue model</b> (can you build value)  <i>To Consider:</i> - Did the team have an informed, well thought out <u>initial</u> revenue model, i.e., the method in which they might generate revenue? Do they understand the paying customer vs. simply the user/beneficiary, do they provide benchmarks to justify the potential revenue model, etc.? - Does the team demonstrate traction in <u>any</u> way that demonstrates customers would VALUE and WANT their solution?  <i>Note: we don't expect them to present hypothetical revenue projections as part of the competition as most are not in a position to do so yet.</i>	0	
<b>6. Team</b> (who you are and why you are the right team)  <i>To Consider:</i> - Does the team demonstrate commitment to working on the idea after the competition? Is it a diverse team? Is the team transparent as to their individual roles and future needs to build out the team to take their idea forward? - How did the team handle Q&A, did they know facts/numbers, where they honest in the presentation and Q&A? - Was the team's presentation clear, convincing, engaging, and passionate?	0	
<b>Total Score</b> (out of 30)  <i>Scores will be automatically tallied based off your scoring for each category. Please do not delete or type in this box ---&gt;</i>	0	
<b>Overall Comments and Feedback</b> (All judges feedback will be compiled and shared back to the teams anonymously.)		