



# UCC Capital Connections Business Pitch Competition

## Judges Scoring Rubric

Company Name:
Contestant Name:
Name of Judge:

Scoring Criteria	Poor	Fair	Good	Very Good	Excellent
Clarity <ul style="list-style-type: none"> <li>○ Clear and understandable statement</li> <li>○ Clear and realistically defined opportunity or problem</li> <li>○ Logical solution provided</li> </ul>	1	2	3	4	5
Market <ul style="list-style-type: none"> <li>○ Successful identification of target consumer</li> <li>○ Understanding of relevant market</li> <li>○ Marketing strategy</li> </ul>	1	2	3	4	5
Competitiveness <ul style="list-style-type: none"> <li>○ Originality</li> <li>○ Practical and enduring benefit to consumer</li> <li>○ Strongly defined reason for their product or service</li> </ul>	1	2	3	4	5
Quality <ul style="list-style-type: none"> <li>○ Product, pitch, and planning has been well thought out</li> <li>○ Executive summary is reasonable and clearly stated</li> <li>○ Speaker is clear, loud, and invested</li> </ul>	1	2	3	4	5
Success <ul style="list-style-type: none"> <li>○ Product or service is relevant</li> <li>○ Philosophy behind product is meaningful</li> <li>○ Likelihood of business's success</li> </ul>	1	2	3	4	5
<b>Tally Scores</b>					

**Multiply total by 4**

**Total Score:**

**/100**