



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

Multiply total by 4

Total Score:

/100