

# THE PITCH

## *judging criteria*

CATEGORY	JUDGING CRITERIA	POINTS
Approach & Needs Identification	Provide a professional introduction (0-5) Gain attention and build rapport (0-5) Smoothly transition into needs identification (0-5) Ask questions to understand your interested or need for the product (0-5)	20
Business Opportunity	The problem the business is solving and its distinctive solution (0-5) The competitive landscape the business operates in (0-5) The Target Market (0-5) How the funding will allow the business to reach it's goals (0-5)	20
Sales and Marketing	How does business gets products or services to market (0-5) How does the business attracts customers and build interest (0-5)	10
Financials	Provide realistic, revenue forecasts for it's industry (0-5) Provide realistic, expense forecasts for it's industry (0-5) Demonstrate that the business will be/is profitable and sustainable (0-5)	15
Milestones	Describe the steps that need to happen to keep the business on track (0-5) Present a timeline that can realistically be achieved (0-5)	10
Teams and Partners	Have the background / interest to achieve the milestones (0-5) Showcase current involvement with partners & community (0-5)	10
Presentation & Communication Skills	Use appropriate visual aids, demonstrations (0-5) Demonstrate effective communications skills (0-5) Display appropriate body language, enthusiasm, confidence (0-5)	15

**TOTAL : 100**

*A program produced by the Kittitas County Chamber of Commerce*