

## River Pitch Competition – Judging Criteria

*Note: This page front & back should be left at the booth upon conclusion of all pitches so presenters have feedback.*

Participant Info (The AEI team will complete this portion)
Contestant:
Name of Business/Idea:

Overall Value of the Business Idea
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The goal of the contestant is to get you excited about the value of their business idea within 3 minutes using various information about the product or service and how he/she delivers the information (e.g. clear, enthusiastic, etc.)

Overall Score for the Business Idea (0 to 10, 10 is the highest)

Pitch Content
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Pitching is an art, not a science. Here are some guidelines for you to use in determining the value of the business idea. Enter a checkmark in the “Yes” or “No” box for each of the criteria depending on the information provided or not provided by the contestant. Also, place a checkmark on how that information impacted the value of the business. *Note: We expect contestants to include the Main criteria within their 3-minute pitch. They may address the additional criteria in the Q&A portion of the talk but these items aren’t strictly required.*

Main Criteria (should be within the 3 minutes)	Yes	No	Good	Neutral	Weak
Information about the problem (pain point)	<input type="checkbox"/>				
Product/service information; how it solves problem (value proposition)	<input type="checkbox"/>				
Who will buy it and why (target market)?	<input type="checkbox"/>				
What’s next? (Potential impact of the \$1k and the short-term roadmap)	<input type="checkbox"/>				
Easy to remember	<input type="checkbox"/>				

Additional Criteria (encouraged details that may come during Q&A)	Yes	No	Good	Neutral	Weak
Mention of pricing strategy or business model	<input type="checkbox"/>				
The market and its size	<input type="checkbox"/>				
Competition and competitive advantage	<input type="checkbox"/>				
Leadership team and background (expertise) – brief introduction	<input type="checkbox"/>				
Likely to stay in Tuscaloosa for the next ~1 year while working on the idea?	<input type="checkbox"/>				

Pitch Delivery
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Enter a checkmark in the “Yes” or “No” box for each of the criteria below. Also, place a checkmark on how that information impacted your overall view of the business idea.

Delivery Criteria	Yes	No	Good	Neutral	Weak
Told a story (not a list)	<input type="checkbox"/>				
Provided examples	<input type="checkbox"/>				
Spoke clearly, used easy to understand language	<input type="checkbox"/>				
Relates to audience	<input type="checkbox"/>				
Enthusiastic, passionate about the idea, full of energy	<input type="checkbox"/>				

Feedback to share with presenters (what went well, what could be improved)

Judge's Notes (keep/discard this sheet if you don't want it shared with the presenter)