

Dodigi Pitch Competition Scoring Matrix



Date:
Business Name:
Presenter Name:
Judge name:
Pitch start time:
Pitch end time:

Points:	1 to 5	5	4	3	2	1
Total Pitch time Did the pitch adhere to the required time						
Intro/Hook Clearly identifies the business name and product or what the business does		OMG! I'm hooked. Great hooked and I want to know more	Business name, good hook with relevance and creativity and memorable	Business and creative hook, but I am not hooked. Not unique	Business name and hook but hook gimmicky	Business name but no attempt to provide hook
Need/Opportunity Explain the problem facing the customer or market. Why and who needs the product or service. Opportunity available for the business		Fully explained problem/opportunity. Convinced of immediate need and opportunity. Very customers and market need for product or service	Good explanation of problem/opportunity. Clear who the customers are but not sure why they need your product or service	Provided some sense of the problem but not clear who the customers are and why they need the product or service	Provided some sense of the problem/opportunity. Have a product or service but not clear if the customer needs it	Not clear of problem/opportunity. What problem or need?
Business Solution Explain how your business, technology, process, product or service will solve the customer or market problem to fulfill the need/opportunity		Provided detailed and extensive explanation of how business solves the problem, need, or opportunity. I'm In!	Provided complete overview but not detailed explanation of how the business will solve problem, need, or opportunity	Provided vague understanding of how the business will solve problem, need, or opportunity	Understand the business solution but not how it will solve the problem, need, or opportunity	Not clear of the solution or how it applies. What solution?
Competitive Advantage Understands and communicates business competitors and market advantage		Exceptional understanding of the competitive market. Compelling evidence of advantage over competitors	Clear understanding of competition and some evidence of business advantage over competitors	Aware of competition with little evidence or business advantage over competitors	Little awareness of competitors and business competitors	No awareness of competitors and business advantage over competitors
Revenue Model Explain how the business will earn revenue and who is the market		Awesome revenue model. I'm convinced it will work for current and potential market	Clear on how the business will earn revenue and the potential market	Somewhat understanding or plan to earn revenue and the potential market	Vague or little understanding or plan to earn revenue and the potential market	Do know how the business will earn revenue or the potential
Overall Presentation		Delivery of pitch Natural, enthusiastic, spoke with clarity, proper volume, good flow, polished, poised, captivating, visual aids (if required or allowed)				
Total score						