

Pitch Competition Judging Criteria

Program/Project Title: _____

	High 5	4	3	2	Low 1
<p>Stated problem:</p> <ul style="list-style-type: none"> • How clearly has the team identified the problem they are trying to solve? • Did the team discuss the scale of the problem? • Did the team address the economic, human and social costs of the problem? 					
<p>Identified solution:</p> <ul style="list-style-type: none"> • How well does the team’s solution fit the stated problem? • Did the team provide credible evidence of their claims about the solution? 					
<p>Target market:</p> <ul style="list-style-type: none"> • Has the team clearly identified the target market for their product or service? • Did the team identify the number of people who will benefit from their proposed solution? • Did the team assess the receptiveness of the intended beneficiaries to their proposed solution? 					
<p>Competitive advantage:</p> <ul style="list-style-type: none"> • Did the team assess the competitive landscape? • Does the solution provide a product or service offering that isn’t already being offered in the community? • Or does it significantly improve on existing product or service offering? 					
<p>Viability/Sustainability:</p> <ul style="list-style-type: none"> • Does the project have a sustainable revenue model? • Did the team identify who is likely to further invest in their solution beyond the STEAM Challenge? • How likely is key stakeholder support for the proposed project? 					
<p>Resources needs to create the product or service:</p> <ul style="list-style-type: none"> • Did the team assess the human, physical, financial, intellectual and social capital needs to develop and implement their project? 					

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Barriers: <ul style="list-style-type: none"> Did the team address potential obstacles, problems, complications, and risks (economic, legal, and political) in developing and implementing their project? 					
Knowledge and Experience of the Team: <ul style="list-style-type: none"> What's the degree of local knowledge and experience of the team and/or advisors? 					
Social Impact: <ul style="list-style-type: none"> How likely is the project to make a meaningful difference in the community in <i>one of the priority areas</i>? Has the team clearly identified the intended social impact of their project? 					

Notes: