

Judges Scorecard for the Arden University Lion's Den Business Competition 2024

Criteria	Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)
Clarity and Structure	The pitch is exceptionally clear, well-structured, and easy to follow.	The pitch is clear, well-structured, and easy to follow.	The pitch is generally clear and structured, with a few minor issues.	The pitch is somewhat clear but lacks structure and coherence.	The pitch is unclear and poorly structured, making it difficult to understand.
Content Relevance	The content is highly relevant to the target audience and effectively addresses their needs and pain points.	The content is mostly relevant to the target audience and addresses their needs and pain points.	The content is somewhat relevant to the target audience but could be improved.	The content is loosely related to the target audience's needs and pain points.	The content is not relevant to the target audience and does not address their needs or pain points.
Value Proposition	The value proposition is compelling, unique, and clearly communicated. It strongly differentiates the idea.	The value proposition is strong and unique but could be communicated more effectively.	The value proposition is clear but lacks a strong unique selling point.	The value proposition is somewhat unclear, and differentiation is weak.	The value proposition is not articulated or is unclear.
Delivery and Confidence	The presenter delivers the pitch with exceptional confidence, engaging the audience effectively.	The presenter is confident and engaging but could improve in some aspects of delivery.	The presenter delivers the pitch with reasonable confidence but lacks some engagement with the audience.	The presenter's confidence is shaky, and engagement is minimal.	The presenter lacks confidence, making the pitch unconvincing.
Time Management	The pitch is delivered within the allocated time frame (e.g., 1-2 minutes) precisely.	The pitch is delivered within the allocated time frame with only minor deviations.	The pitch slightly exceeds or falls short of the allocated time frame.	The pitch significantly exceeds or falls short of the allocated time frame.	The pitch is excessively long or too short.
Sustainability	The pitch demonstrates a strong commitment to sustainability, with clear plans for minimizing environmental impact.	The pitch acknowledges sustainability concerns and proposes some solutions but lacks a comprehensive plan.	The pitch mentions sustainability but lacks specific strategies or actionable steps.	The pitch briefly mentions sustainability with no clear plan or commitment.	The pitch does not address sustainability at all.
Q&A Responses	The presenter responds to questions with	The presenter responds effectively to	The presenter responds reasonably	The presenter's responses to questions are	The presenter struggles to respond to

	exceptional clarity, depth, and confidence.	questions but could provide more in-depth answers.	well to questions but may struggle with some aspects.	often unclear or lack depth.	questions adequately.
Use of Generative AI	The pitch effectively utilizes generative AI to enhance the idea's innovation and value proposition.	The pitch incorporates generative AI with clear benefits, although there may be room for improvement.	The pitch mentions the use of generative AI but does not clearly explain its advantages.	The pitch briefly mentions generative AI with minimal relevance or impact.	The pitch does not include generative AI and misses potential innovation opportunities.
Overall Impact	The pitch has a powerful and memorable impact, leaving a lasting impression.	The pitch has a strong impact and is likely to be remembered.	The pitch has a moderate impact but may not be particularly memorable.	The pitch has a weak impact and lacks memorability.	The pitch has no impact and is forgettable.