

GUS Inter-Institution Business Pitch Competition Judging Criteria

Each team presenting their pitch as part of the GUS Inter-Institution Business Pitch Competition is required to present for 15 minutes followed by 5 minutes of questions.

Judges are asked to assess the pitch that best demonstrates the following criteria:

- 1. A clearly identified business need, market gap and target audience to underpin their pitch**
- 2. A business idea that demonstrates an innovative approach and which addresses the identified business need**
- 3. A realistic plan for how the business idea will be delivered including a timeline and preliminary costs**
- 4. A clear idea of how the prize money would be used to develop the business idea**
- 5. A well designed presentation that is effectively presented**

Each criteria should be scored 0-5

Excellent (5) - the criteria is demonstrated to an exceptional level showing evidence of new and innovative thinking

Very Good (4) - the criteria is demonstrated to a very good level with evidence of very clear insight and understanding

Good (3) - the criteria is demonstrated to a good level with some evidence of insight but some scope for improvement

Fair (2) - the criteria is partially demonstrated to a fair level with only minimal insight and considerable scope for improvement

Poor (1) - the criteria is only very briefly demonstrated or addressed in the presentation

No evidence (0) - there was no evidence that the criteria has been addressed at all in the presentation

For any questions or clarifications, please contact Dr Nick Wylie at aei@arden.ac.uk.

Judges Name:

	Pitch 1	Pitch 2	Pitch 3	Pitch 4	Pitch 5	Pitch 6
Criteria	Score 0-5	Score 0-5	Score 0-5	Score 0-5	Score 0-5	Score 0-5
A clearly identified business need, market gap and target audience to underpin their pitch						
A business idea that demonstrates an innovative approach and which addresses the identified business need						
A realistic plan for how the business idea will be delivered including a timeline and preliminary costs						
A clear idea of how the prize money would be used to develop the business idea						

A well designed presentation that is effectively presented						
Total						

Pitch	Please provide a short overall comment for each team
Pitch 1	
Pitch 2	
Pitch 3	
Pitch 4	
Pitch 5	
Pitch 6	