



PITCH SCORING SHEET

Award Number: University:	Name: Project Title:	Cohort: AM-1/2, PM-1/2	Total Score:
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CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
1. PiN & NEED	Need is clearly addressed? Is the problem compelling?	1	2	3	4	5
QUESTIONS TO ASK / NOTES						

CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
2. APPROACH	How will envisioned company serve the need and make money?	1	2	3	4	5
QUESTIONS TO ASK / NOTES						

CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
3. BENEFITS & COMPETITION	Is there a clear value prop? Know who comp is / how differentiated.	1	2	3	4	5
QUESTIONS TO ASK / NOTES						

CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
4. FINANCIALS	Briefly a) mentions revenue and cost estimates b) states specific investment goal and explains uses.	1	2	3	4	5
QUESTIONS TO ASK / NOTES						

REVIEWER:

NSF PFI PITCH SCORING SHEET

PLEASE COMPLETE ITEMS 5 & 6 AFTER LISTENING TO THE TEAM
RESPOND TO QUESTIONS

CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
5. OVERALL PITCH and Q&A PERFORMANCE	Clear, concise, convincing, engaging, passionate, handled Q&A well, know their facts / numbers.	1	2	3	4	5
NOTES						

CRITERIA	DESCRIPTION	LOW SCORE			HIGH SCORE	
6. INVITATION?	Based on this interaction, would you invite this company (or project) for further discussions?	1	2	3	4	5
NOTES						

TOTAL SCORE <i>transfer to front top box</i>	
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ADDITIONAL QUESTIONS / ADVICE	
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Influences and recommended reading include: <http://www.slideshare.net/Sky7777/the-best-startup-pitch-deck-how-to-present-to-angels-v-cs> and <http://www.forbes.com/sites/chancebarnett/2014/05/09/investor-pitch-deck-to-raise-money-for-startups/> and <http://www.slideshare.net/Sky7777/startup-pitch-judge-evaluation-sheet>