

Judging Criteria



Scores from 1 to 7 (7-point Likert Scale) for each of the six components of the pitch will be awarded. No “0” scores will be awarded. Total possible score for each pitch is 42 points (per judge). Four minutes allotted for the pitch. Three minute Q&A to follow.

1-2 = Insufficient

3-4 = Needs Work

5-6 = Good

7 = Superior

General Questions -

Question 1 – Do you clearly identify an unmet or undersupplied need?

Question 2 – Does your business actually solve the problem or fulfill the need?

Question 3 – Will your business make a net profit?

Question 4 – What makes your business more distinct than the competition?

Question 5 – What will you do with the money?

Question 6 – Is your business located in or near Manhattan, and will it [continue to or provide future] benefit the Manhattan community?