

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 be profitable?

Question 4 – What are your business’ distinctive qualities?

Question 5 – How will you use the prize money?

Question 6 – Is your business located in (or near) Manhattan, and will it provide future benefit to the Manhattan/surrounding community?