



# Maverick Elevator Pitch Contest

Fall 2024  
Final Round

Contestant:

Judge:

Rank the contestant compared to others in the round. No two contestants can have the same rank.

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>
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Assign points to the contestant on each of the five criteria below:

Criteria	1	2	3	4	5
<b>Personal Introduction</b>					
	Lacks clarity and fails to engage.	Somewhat clear but not engaging.	Clear and somewhat engaging.	Very clear and engaging.	Exceptionally clear and highly engaging.
<b>Value Proposition</b>					
	Fails to articulate unique value.	Articulates some value but lacks uniqueness.	Good articulation of value and some uniqueness.	Very good articulation of unique value.	Excellent articulation of unique and compelling value.
<b>Closing and Call to Action</b>					
	Weak closing with no call to action.	Somewhat clear closing but weak call to action.	Clear closing with a good call to action.	Strong closing with a very good call to action.	Powerful closing with an excellent call to action.
<b>Vocal Delivery and Movement</b>					
	The delivery significantly hinders understanding; speech is unclear, too fast/slow, or monotone. Movement was distracting.	The delivery has notable issues (e.g., mild speech clarity problems, uneven pace). Movement was problematic.	The delivery is generally clear, with a satisfactory pace and tone. Movement was purposeful. Minor improvement is possible.	The delivery and movement were strong and confident, with good control over pace, volume, movement, and tone.	The delivery and movement were outstanding, engaging, and perfectly paced, enhancing the overall impact of the pitch.
<b>Overall Impression</b>					
	Unimpressive and forgettable.	Somewhat memorable but lacks impact.	Good impression and somewhat impactful.	Very good impression and impactful.	Exceptional impression and highly impactful.

**Total Points**

**Comments:**