

MAVPITCH

MAVERICK ENTREPRENEURSHIP PROGRAM AND AWARD FUND

Format & Judging Guidelines

Fall 2024

There are three rounds of MavPitch judging:

- **Online “Knockout” Round:** Submission Deadline – November 22, 2024. Finalists Announced on November 25, 2024
- **Live Presentation Round (Phase I):** December 5, 2024
- **Live Presentation Round (Phase II):** TDB (August 2025)

Online Judging Round

The field of competitors needs to be narrowed to at most six finalists! Online judges will review the videos for up to six business pitches. The judging rubric has nine criteria, each with a five-point scale (excellent to poor). The goal is to identify teams with the most compelling venture pitches and ideas and which could compete most effectively if invited to the live presentation round.

Phase I Finale - Live Presentation Round (Thursday, December 5, 2024)

The highest-rated finalists will deliver live presentations to a panel of judges. The format for each pitch is:

- 5-minute presentation
- 5 minutes of Q&A with the judges
- 5-minute transition time

During the live pitch, students may demonstrate prototypes, products, etc. (if the items are safe). The judging rubric for this event has one key difference—the quality of the presentation.

Phase II Finale - Live Presentation Round (TBD - August 2025)

Up to eight of the highest-rated Phase I finalists will deliver live presentations to a panel of judges. The format for each pitch is as follows:

- 6-minute presentation
- 5 minutes of Q&A with the judges
- 5-minute transition time

During the live pitches, students may demonstrate prototypes, products, etc. (if the items are safe). The judging rubric for the live presentation rounds has one key difference—the quality of the presentation.



Maverick Entrepreneurship Program and Award Business Pitch Competition – Phase I

Scoring Rubric

45 points possible

Name of Pitch (Business Idea): _____

		Excellent (5)	Very Good (4)	Good (3)	Fair (2)	Poor (1)	
Overview <i>(The Problem)</i>	<i>Compelling hook</i>						<i>Very unappealing</i>
Opportunity <i>(The Solution)</i>	<i>Can't miss</i>						<i>Difficult to ascertain</i>
Potential Competitive Advantages <i>(The Product)</i>	<i>Might be real</i>						<i>Nothing special</i>
Offering <i>(Traction)</i>	<i>Reasonable offering</i>						<i>Very disconnected from reality</i>
Marketing and Sales <i>(Market Opportunity)</i>	<i>Good handle on these issues</i>						<i>Very unrealistic expectations</i>
Competitive Landscape <i>(Competition)</i>	<i>Solid understanding of market/competition</i>						<i>Lack of understanding of market/competition</i>
Revenue Model <i>(Business Model)</i>	<i>Reasonable and compelling</i>						<i>Unreasonable and not compelling</i>
Current Status <i>(Traction/Go To Market)</i>	<i>Have made solid progress</i>						<i>Simply a notion</i>
Communication <i>(Effectiveness of Pitch)</i>	<i>Very compelling presentation</i>						<i>Very disorganized presentation</i>

Column Total

Grand Total =

Comments: