MavPitch
Maverick Entrepreneurship Program and Award Fund

Format & Judging Guidelines

There are three rounds of MavPitch judging:

- **Online “Knockout” Round**: Submission Deadline - April 30, 2020 / Finalists Announced May 3, 2021
- **Live Virtual Presentation Round (Phase I)**: May 8, 2021
- **Live Virtual Presentation Round (Phase II)**: August 2021 (Specific Date TBA)

**Online Judging Round**

The field of competitors needs to be narrowed to 10 finalists! Online judges will review the videos for a batch of up to 10 business pitches. The judging rubric has nine criteria, each with a 5 point scale (from 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 (Saturday, May 8, 2021)**

The highest rated 10 finalists will deliver live presentations to a panel of judges. The format for each pitch is:

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

Students may demonstrate prototypes, products, etc. (as long as the items are safe) during the live presentations. The judging rubric for the live presentation rounds has one key difference—the quality of the presentation.

**Phase II Finale - Live Virtual Presentation Round (August 2021 Specific Date TBA)**

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

- 6 minute presentation
- 5 minutes of Q&A with the judges
- 5 minute transition time
Students may demonstrate prototypes, products, etc. (as long as the items are safe) during the live presentations. 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 – May 8, 2021

### Scoring Rubric

45 points possible

Name of Pitch (Business Idea):

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

**Column Total**

**Grand Total =

Comments: