

**Leon County R&D Authority**

2017 Elevator Pitch Night

Judges Scoring Sheet

<b>Scales</b>	<b>10 Point</b>
<b>Outstanding</b>	<b>9 to 10</b>
<b>Excellent</b>	<b>7 to 8</b>
<b>Very Good</b>	<b>5 to 6</b>
<b>Fair</b>	<b>3 to 4</b>
<b>Deficient</b>	<b>1 to 2</b>

<b>Judges Name:</b>	1-
<b>Team #:</b>	2
<b>Team Name:</b>	Command Media

Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b>	1 to 10	9
	Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)		
2	<b>Elevator Pitch Content:</b>	1 to 10	9
	How well did the content in the pitch convey: A "hook" that grabbed my attention The nature of the problem A unique solution The right team A realistic market opportunity A clear & realistic business model An understanding of the barriers to entry Financials that make sense That the grant will help move the company forward		
3	<b>Question and Answer Period:</b>	1 to 10	8
	How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence		
4	<b>Bottom Line:</b>	1 to 10	9
	The elevator pitch generated interest in learning more as a potential investor.		
<b>Comments/Questions:</b>		<b>Total</b>	<b>35</b>

- Storytelling  
- 795,000

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Scales	10 Point
Outstanding	9 to 10
Excellent	7 to 8
Very Good	5 to 6
Fair	3 to 4
Deficient	1 to 2

Judges Name:	2-
Team #:	2
Team Name:	Command Media

Please record one score per category		Scale	Score
2	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	8
	<b>Elevator Pitch Content:</b> How well did the content in the pitch convey: A "hook" that grabbed my attention The nature of the problem A unique solution The right team A realistic market opportunity A clear & realistic business model An understanding of the barriers to entry Financials that make sense That the grant will help move the company forward	1 to 10	8
	<b>Question and Answer Period:</b> How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10	8
	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	10
<b>Comments/Questions:</b>		<b>Total</b>	<del>24</del> 34

50% - \$150m digital  
 - Dept of Education; Funding; cost.



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<b>Outstanding</b>	<b>9 to 10</b>
<b>Excellent</b>	<b>7 to 8</b>
<b>Very Good</b>	<b>5 to 6</b>
<b>Fair</b>	<b>3 to 4</b>
<b>Deficient</b>	<b>1 to 2</b>

<b>Judges Name:</b>	5-
<b>Team #:</b>	2
<b>Team Name:</b>	Command Media

Please record one score per category		Scale	Score		
1	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	8		
	2	<b>Elevator Pitch Content:</b> How well did the content in the pitch convey: A "hook" that grabbed my attention The nature of the problem A unique solution The right team A realistic market opportunity A clear & realistic business model An understanding of the barriers to entry Financials that make sense That the grant will help move the company forward	1 to 10	8	
		3	<b>Question and Answer Period:</b> How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10	8
			4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10
<b>Comments/Questions:</b>				<b>Total</b>	25

He seems to get it that his creativity must reach out and touch the pricing pressure of his market

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Scales	10 Point
Outstanding	9 to 10
Excellent	7 to 8
Very Good	5 to 6
Fair	3 to 4
Deficient	1 to 2

Judges Name:	3-
Team #:	2
Team Name:	Command Media

Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	8
2	<b>Elevator Pitch Content:</b> How well did the content in the pitch convey: A "hook" that grabbed my attention The nature of the problem A unique solution The right team A realistic market opportunity A clear & realistic business model An understanding of the barriers to entry Financials that make sense That the grant will help move the company forward	1 to 10	7
3	<b>Question and Answer Period:</b> How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10	7
4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	7
		<b>Total</b>	29

Comments/Questions:

*Job creation  
customize curriculum?*

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Scales	10 Point
Outstanding	9 to 10
Excellent	7 to 8
Very Good	5 to 6
Fair	3 to 4
Deficient	1 to 2

Judges Name:	4-
Team #:	2
Team Name:	Command Media

Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	9
2	<b>Elevator Pitch Content:</b> How well did the content in the pitch convey: A "hook" that grabbed my attention The nature of the problem A unique solution The right team A realistic market opportunity A clear & realistic business model An understanding of the barriers to entry Financials that make sense That the grant will help move the company forward	1 to 10	9
3	<b>Question and Answer Period:</b> How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10	10
4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	9
		<b>Total</b>	38

Comments/Questions:

• PRICE MODEL ✓  
 • GROWTH? ✓  
 IS THE PROPOSAL SOLID? ✓