

Leon County R&D Authority

2014 Elevator Pitch Night

Judges Scoring Sheet

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:	
Team #:	4
Team Name:	InnoMedicine

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	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	7
4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	9
		<b>Total</b>	<b>33</b>

Comments/Questions:

Can the Company completely move forward without FDA approval?  
Maybe so, given all you would be doing is using your product to recommend drugs already on the mkt.

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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	7
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	6
4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	5
		<b>Total</b>	<b>25</b>

Comments/Questions:

Trim down the application → your public is not NIH or NSF you have to KISS your application  
 less drugs does not mean <sup>imply</sup> less lumps to hang tissue → does not link up  
 will have patients that do not response to a specific drug.  
 Are you applying for a 510(k) need the FDA approval, so  
 level of performance security  
 Side effect important parameter.  
 make it simpler.

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Team #:	4
Team Name:	InnoMedicine

Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct → unclear premise + context. Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	4
	<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	6
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
	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	4
		<b>Total</b>	21

Comments/Questions:

Appears to be a good premise, but its application + context was unclear @ the presentation. Difficult to differentiate this product from competitors.

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<b>Deficient</b>	<b>1 to 2</b>

<b>Judges Name:</b>	
<b>Team #:</b>	4
<b>Team Name:</b>	InnoMedicine

Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b> Was the delivery of the pitch: Succinct / <i>no</i> Clear / <i>no</i> Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	5
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	5
4	<b>Bottom Line:</b> The elevator pitch generated interest in learning more as a potential investor.	1 to 10	6
<b>Comments/Questions:</b>		<b>Total</b>	23

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Please record one score per category		Scale	Score
1	<b>Elevator Pitch Delivery:</b>	1 to 10	5
	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	7
	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	6
	How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence		
4	<b>Bottom Line:</b>	1 to 10	8
	The elevator pitch generated interest in learning more as a potential investor.		
<b>Comments/Questions:</b>		<b>Total</b>	26