

Leon County R&D Authority

2018 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:	1 [REDACTED]
Team #:	2
Team Name:	Footy

Please record one score per category		Scale	Score
1	Elevator Pitch Delivery: Was the delivery of the pitch: + 1 Succinct 1 2 Clear 1 +3 Confident 2 + 4 Knowledgeable 2 5 On time 1 + 6 Easy to follow (PowerPoint) 0	1 to 10	7
	Elevator Pitch Content: How well did the content in the pitch convey: 1 A "hook" that grabbed my attention 0 2 The nature of the problem 0 3 A unique solution 1 4 The right team 1 5 A realistic market opportunity 1 6 A clear & realistic business model 0 7 An understanding of the barriers to entry 0 8 Financials that make sense 0 + 9 That the grant will help move the company forward 2	1 to 10	5
3	Question and Answer Period: How well did the presenter: 1 Understand the questions 2 + 2 Provide reasonable answers 3 3 Maintain poise 3 + 4 Inspire confidence 3	1 to 10	10
	Bottom Line: 1 The elevator pitch generated interest in learning more as a potential investor.	1 to 10	3
		Total	25

Comments/Questions:

The political statement was distracting.
 Mental Health Benefits seemed like a sidebar and seemed unnecessary.

Leon County R&D Authority

2018 Elevator Pitch Night

Judges Scoring Sheet

Judges Name:	2 [REDACTED]
Team #:	2
Team Name:	Footy

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

Please record one score per category		Scale	Score
2	Elevator Pitch Delivery: Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	8
	Elevator Pitch Content: 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
	Question and Answer Period: How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10	5
	Bottom Line: The elevator pitch generated interest in learning more as a potential investor.	1 to 10	3
	Comments/Questions:	Total	22

Leon County R&D Authority

2018 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:	3 [REDACTED]
Team #:	2
Team Name:	Footy

Please record one score per category		Scale	Score
	Elevator Pitch Delivery:	1 to 10	8
	Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)		
2	Elevator Pitch Content:	1 to 10	8
	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	Question and Answer Period:	1 to 10	7
	How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence		
4	Bottom Line:	1 to 10	6
	The elevator pitch generated interest in learning more as a potential investor.		
		Total	29

Comments/Questions:

Polished

Leon County R&D Authority

2018 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:	4- [REDACTED]
Team #:	2
Team Name:	Footy

Please record one score per category		Scale	Score
1	Elevator Pitch Delivery: Was the delivery of the pitch: Succinct Clear Confident Knowledgeable On time Easy to follow (PowerPoint)	1 to 10	9
	2	Elevator Pitch Content: 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
3		Question and Answer Period: How well did the presenter: Understand the questions Provide reasonable answers Maintain poise Inspire confidence	1 to 10
	4	Bottom Line: The elevator pitch generated interest in learning more as a potential investor.	1 to 10
		Total	37

Comments/Questions:

Very nice pitch deck. Barriers to entry identified, good product roadmap. Business model clear! size, identified as soccer market target. \$48M market

Leon County R&D Authority

2018 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:	5- [REDACTED]
Team #:	2
Team Name:	Footy

Please record one score per category		Scale	Score
2	Elevator Pitch Delivery: Was the delivery of the pitch: Succinct ✓ Clear ✓ Confident ✓ Knowledgeable ✓ On time ✓ Easy to follow (PowerPoint) ✓	1 to 10	9
	Elevator Pitch Content: 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 - 5 yrs. of training Financials that make sense ✓ That the grant will help move the company forward - good cause	1 to 10	8
	Question and Answer Period: How well did the presenter: Understand the questions ✓ Provide reasonable answers ✓ Maintain poise ✓ Inspire confidence ✓	1 to 10	9
	Bottom Line: The elevator pitch generated interest in learning more as a potential investor. ~	1 to 10	6
Comments/Questions:		Total	32

Nice social cause. Well thought out. Knows market.