IDEAFUNDING
PITCH COMPETITION

Down-Select Criteria	
Category	**Explanation**
Team	- Consider the core team/founder and mentors/advisors/…: will this team be able to execute? - Does the current team have a clear understanding what holes in leadership they may have and how to address this?
Problem	How well is the problem the team is trying to solve stated? Has the team done any work to qualify the problem?
Customer	Does the team seem to have a clear understanding as to who the customer is; especially early adopters?
Market	The team made a good effort of identifying a REALISTIC market size and segmentation (TAM-SAM-SOM); the market seems sufficient to support this type of venture.
Start-up Cost	The team has a realistic understanding of what the cost might be to start this venture. They have a reasonable plan for utilizing the prize money.
Unique	Has the team made any efforts to validate a unique value proposition (customer discovery)?

Solution	• Can the team describe their solution so that an 8th-grader could understand it?
Go-to-market	• Does the team seem to have a clear understanding on how their product/service will reach their customer/s?
Revenue	• Does the team seem to have a realistic understanding on where revenue will come from?
Cost	• Does the team seem to have a realistic understanding on what the cost structure for this product/service is?
Key Metrics	• Does the team seem to understand which metrics it should track towards success?
Investability	• If you had extra cash - would you invest in this team/company?
Additional	• Is the additional information useful / supportive of the pitch? • Did the team tell a cohesive and compelling story of a problem that should be addressed with their solution and by that team? • Did the team exhibit above and beyond the tenacity, drive and passion to move the project/company forward? • Did the founder/s display passion for what they are working on?