

# Pitch evaluation sheet

Team name

## 1 Problem to solve

BIG NO ●————● BIG YES

- Is there a clearly defined customer segment? ●————●
- Am I confident that the team truly understands the problem? ●————●
- Do I know how the problem is currently being solved? ●————●
- Is the problem space big enough to break even at a fraction of the market? ●————●

## 2 Solution/offering

BIG NO ●————● BIG YES

- Is the proposed solution clear? ●————●
- Does the proposed solution solve the problem? ●————●
- Is the solution sufficiently differentiating from existing solutions? ●————●
- Does the proposed solution fit within the strategy? ●————●

## 3 Value of solution/offering

BIG NO ●————● BIG YES

- Is the business model clear and sustainable? ●————●
- Does the business model deliver value to all stakeholders? ●————●
- Do I have a solid understanding of how much value this solution will capture? ●————●
- Are the underlying assumptions about the business model clear? ●————●

## 4 Credibility

BIG NO ●————● BIG YES

- Do I feel that the pitch is based on solid evidence? ●————●
- Do I understand the remaining assumptions? ●————●
- Did the team involve customers to validate assumptions? ●————●
- Do I have a good overview of why it might fail? ●————●

## 5 Call to action/ Next steps

BIG NO ●————● BIG YES

- Are there clear next steps suggested? ●————●
- Do I know the amount of resources needed (people and budget)? ●————●
- Do I have clear criteria for the next stage gate? ●————●
- Do I know how the team wants to scale their solution/offering? ●————●

## 6 The team should continue

BIG NO ●————● BIG YES

## 7 What can I offer?

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### About this tool

The "pitch evaluation sheet" is designed to support both teams and jury members to evaluate a pitch. Teams should use

this tool to get feedback during dry-runs. Jury members can use it to review a pitch, ask the right questions, and share feedback with the team.