

**TAKEOFF Seed Fund Award**  
**JUDGING SCORECARD - PITCH**

<b>Name of Lead Applicant:</b>						
<b>Name of Project/Venture:</b>						
<b>Rating system: 5 = excellent, 4 = very good, 3 = good, 2 = fair, 1 = poor</b>						
<b>1. Market Opportunity (10%)</b>	5	4	3	2	1	0
<p>There is a clear understanding of the problem/solution/benefit and being addressed and a good knowledge to the domain.            The proposed solution/technology is well described and appears to adequately address this problem/solution/benefit.            The market opportunity identified shows high potential (a high positive social impact could be as important as a large commercial potential).</p>						
<b>2. Customers &amp; Users (10%)</b>	5	4	3	2	1	0
<p>There is a good understanding of who the target customers/users/technology beneficiaries are.            Plans for customer acquisition are in place and realistic.            Benefits to potential customers/users/beneficiaries are clear and significant.</p>						
<b>3. Competition (10%)</b>	5	4	3	2	1	0
<p>There is a good understanding of competitors and of the competing solutions/technologies.            Differentiation from competition is clearly explained and the relative benefits of proposed solution/technology are clear.</p>						
<b>4. Resources and Revenue (10%)</b>	5	4	3	2	1	0
<p>The principal resources required going forward have been identified and are understood.            Clear and realistic plans are in place to obtain these resources.            The bases for revenue generation have been clearly explained and are credible.</p>						
<b>5. Team (20%)</b>	5	4	3	2	1	0
<p>The team (incl. its advisers, partners, etc) appears to have the technical knowledge and experience to carry the plan through.            If the current team has any functional gaps there are plans in place to fill those gaps.            The team is capable of articulating its plan clearly and convincingly.</p>						
<b>6. Intellectual Property (5%)</b>	5	4	3	2	1	0
<p>The team understands how to protect current and future know-how and other intellectual property as required.            The team owns or has the rights to commercialise the proposed solution/technology.</p>						
<b>7. Risks and Contingency Plan (5%)</b>	5	4	3	2	1	0
<p>Any major risks (legal, technological, commercial, etc.) that are foreseen have been identified.            Contingency plans have been devised to mitigate them.</p>						
<b>8. Proposed Plan/Budget to be Funded (20%)</b>	5	4	3	2	1	0
<p>The plan for use of funds is clearly presented and the timescale and milestones for measuring success at different stages of implementation are clear and credible.            The proposed plan will result in a meaningful step-change in relation to the overall development plan.            The funds requested through this award are justified.</p>						
<b>9. Pitch (10%)</b>	5	4	3	2	1	0
<p>Clear and logical. Good quality of visual aids. Poised and confident. Stuck to time allocation. Able to understand and appropriately respond to questions. Able to retain the judge's attention.</p>						

<b>Areas of Strength:</b>
<b>Areas for Potential Improvement:</b>
<b>Additional Comments:</b>