

TAKEOFF Seed Fund Award
JUDGING SCORECARD - PITCH

Name of Lead Applicant:						
Name of Project/Venture:						
Rating system: 5 = excellent, 4 = very good, 3 = good, 2 = fair, 1 = poor						
1. Market Opportunity (10%)	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.</p> <p>The proposed solution/technology is well described and appears to adequately address this problem/solution/benefit.</p> <p>The market opportunity identified shows high potential (a high positive social impact could be as important as a large commercial potential).</p>						
2. Customers & Users (10%)	5	4	3	2	1	0
<p>There is a good understanding of who the target customers/users/technology beneficiaries are.</p> <p>Plans for customer acquisition are in place and realistic.</p> <p>Benefits to potential customers/users/beneficiaries are clear and significant.</p>						
3. Competition (10%)	5	4	3	2	1	0
<p>There is a good understanding of competitors and of the competing solutions/technologies.</p> <p>Differentiation from competition is clearly explained and the relative benefits of proposed solution/technology are clear.</p>						
4. Resources and Revenue (10%)	5	4	3	2	1	0
<p>The principal resources required going forward have been identified and are understood.</p> <p>Clear and realistic plans are in place to obtain these resources.</p> <p>The bases for revenue generation have been clearly explained and are credible.</p>						
5. Team (20%)	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.</p> <p>If the current team has any functional gaps there are plans in place to fill those gaps.</p> <p>The team is capable of articulating its plan clearly and convincingly.</p>						

6. Intellectual Property (5%)	5	4	3	2	1	0
<p>The team understands how to protect current and future know-how and other intellectual property as required.</p> <p>The team owns or has the rights to commercialise the proposed solution/technology.</p>						
7. Risks and Contingency Plan (5%)	5	4	3	2	1	0
<p>Any major risks (legal, technological, commercial, etc.) that are foreseen have been identified.</p> <p>Contingency plans have been devised to mitigate them.</p>						
8. Proposed Plan/Budget to be Funded (20%)	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.</p> <p>The proposed plan will result in a meaningful step-change in relation to the overall development plan.</p> <p>The funds requested through this award are justified.</p>						
9. Pitch (10%)	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>						

Areas of Strength:

Areas for Potential Improvement:

Additional Comments: