

Elevator Pitch Evaluation Criteria

NAME: _____

Rating Scale

1 – very poor 2 – poor 3 – average 4 – good 5 – excellent

Grabs your attention with a hook/interesting opener	1	2	3	4	5
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Clearly presents their product or service	1	2	3	4	5
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Explains the need that their Product/service will fill	1	2	3	4	5
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Explains the benefit/competitive Advantage of the product or service	1	2	3	4	5
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Delivers the pitch with enthusiasm	1	2	3	4	5
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TOTAL POINTS OUT OF 25: _____

Please circle yes or no:

Pitch was delivered in 60 seconds or less	YES	NO
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