



Pitch & Poster Competition – Judging Criteria

September 22, 2017 • 12:00-4:00pm • Riata Center – Downtown Stillwater

\$1,500 First Prize • \$1,000 Second Prize • \$500 Third Prize • \$500 People’s Choice Poster

Pitch and Poster – First Round

Judges will score your poster and oral presentation on the following factors using a 7-point scale:

1 Poster Quality

Clarity of message, attractiveness, professionally prepared.

Does the poster generate interest in the concept without verbal explanation?

2 Presentation Quality

Is the team/poster informing or persuading?

Were they convincing, knowledgeable, in command of the situation and on top of the information?

Have they presented enough information and explanation to justify their ideas?

3 Professional Presence

Was the team dressed in business attire?

Did they hold eye contact, project their voice, and speak reasonably?

Did they conduct themselves in a professional manner?

4 Judges Impressions

Why should a judge (potential business investor) care about this proposal?

Did the poster and presentation convey enough important insights into the business proposition that a potential investor would want to see more and/or ask the team to come back and present a complete business plan?

5 Intangible or WOW factor

Did the team and poster leave a lasting impression?

6 Overall

Pitch Competition – Final Round

Judges will score your poster and oral presentation on the following factors using a 7-point scale:

1 Pitch Contents

Did the team effectively communicate the problem and their solution?

Were they convincing, knowledgeable, in command of the situation and on top of the information?

Have they presented enough information and explanation to justify their ideas?

2 Presentation Quality

Is the team informing or persuading?

Did the team convey a sense of energy and enthusiasm?

3 Professional Presence

Was the team dressed in business attire?

Did they hold eye contact, project their voice, and speak reasonably?

Did they conduct themselves in a professional manner?

4 Judges Impressions

Why should a judge (potential business investor) care about this proposal?

Did the poster and presentation convey enough important insights into the business proposition that a potential investor would want to see more and/or ask the team to come back and present a complete business plan?

5 Intangible or WOW factor

Did the team and poster leave a lasting impression?

6 Overall