

Northwest Colorado Business Pitch Competition

Scoring Rubric (Draft - Subject to Change)

	1	2	3	4	5
Concept/Viability					
Does the project solve a legitimate pain point/problem?					
How realistic is the project to become a reality?					
Does the team/entrepreneur(s) have the complementary skillsets required?					
The project ask/funding requirements are appropriate and achievable. (5 = Achievable, 1 = Less likely)					

Marketability

Total Addressable Market Size (5 = this concept affects a large number of people)					
Competition: This concept is disruptive vs existing competitors					
Is there an adequate plan to bring the project to reality?					

Pitch Quality

Overall Pitch Quality					
Verbal presentation					
Powerpoint/Visual Aids					
Poise, charisma, confidence					

Local/Community Impact

Rate the impact that this business will have in creating sustainable living wage jobs.					
Rate the impact that this business will have in seeking to create jobs for the difficult-to-employ.					
How much does this job depend on unskilled or skilled labor? (Heavily unskilled = 5, Very skilled = 1)					
Does this concept fit-in, generally, with the types of business that are successful in Yampa Valley?					
Could this business concept help transition Yampa Valley away from coal/fossil fuel dependence?					
Rate the impact this business has directly on local Hayden community:					
Rate the impact this business has directly on local Yampa Valley community, outside of Hayden:					
Rate the impact this business has regionally for Colorado:					

Total

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