

Judging Criteria, Viking Business Pitch

CRITERIA	SCORE				
Main					
1. Explanation of New Offering (How well is the product/service concept explained?)	Very vaguely explained 1	Vaguely explained 2	Somewhat explained 3	Clearly explained 4	Very clearly explained 5
2. Target Market (Are there willing and able consumers/clients? Is the target market attainable and attractive?)	Very unattainable & unattractive 1	Unattainable & unattractive 2	Somewhat attainable & attractive 3	Attainable & attractive 4	Very attainable & attractive 5
3. Competitive landscape (Is there enough room to operate given the competition and is the offering unique enough to allay)	Very intense competition 1	Intense competition 2	Somewhat intense competition 3	Mild competition 4	No competition 5
4. Monetization (Is it easy to monetize and is monetization sufficiently addressed, if not obvious?)	Very difficult 1	Difficult 2	Maybe 3	Easy 4	Very easy 5
5. Technical & Legal Feasibility of Offering	Very unrealistic 1	Unrealistic 2	Maybe 3	Feasible 4	Very feasible 5
6. Communication (Is the idea communicated in a clear, organized and	Very unclear 1	Unclear 2	Somewhat clear 3	Clear 4	Very clear 5
7. Overall Opportunity (Is there any real opportunity? What problem will be solved? Is it obvious based on the	No real opportunity 1	Limited opportunity 2	Some opportunity 3	Obvious opportunity 4	Very obvious opportunity 5
Other					
1. Current status (How far along are you in materializing the offering? Is it purely at an idea or is there a minimum viable product (MVP) or some early-stage sales?)	Idea stage 1	Idea stage with clear next steps 2	MVP stage 3	Offering at finalized stage 4	Early sales 5
2. Unique Advantages (Does the venture have any unique advantages, such as prior knowledge or experience of pitch participants, contacts, location, patents	Very weak 1	Weak 2	Some advantage 3	Strong advantage 4	Very strong advantage 5

Notes:

The criteria is not provided in any particular order of importance.

The criteria is divided into **main** and **other**. A good pitch is expected to fare reasonably well in all of the items listed under **main** criteria. Fulfilling the criteria listed under **Other** can make a pitch more attractive, but it is not a requirement for a good pitch. It can serve as a tie-breaker between pitches which are otherwise equally attractive.

The scores for each criteria are not meant to be tallied. It is only meant to provide an overall assessment of the idea in each category.

Student PPTs needn't directly address all of the criteria. For instance monetization method/technical and legal feasibility may be obvious in some instances.