



**2022 Hayden Business Pitch Competition Rubric**

Applicants will be judged based on their pitch performance, the feasibility of their business, and the economic and community impact of their business. Each section lists some of the performance criteria judges should consider when making their assessments and provides space for judges to take notes.

Business Name: \_\_\_\_\_ Total Score: \_\_\_\_\_ /30

**Pitch (10pts total)**

Overall Pitch Quality	
Verbal Presentation	
Confidence, Charisma, Poise	
<b>Total</b>	<b>/10</b>

**Feasibility (10pts total)**

How well is the pain point and solution described? Is the solution compelling?	
How well did they describe their target market and how they will market their product or service?	
How well did they explain why their team is uniquely capable of starting this business?	
How feasible is their financial model? Is their product or service priced appropriately?	
<b>Total</b>	<b>/10</b>

**Economic and Community Impact (10pts total)**

How well will this business increase spending in Hayden?		
How well will this business create jobs?		
Will the business increase access to a needed amenity?		
How well does the business provide benefits to historically underserved populations? *		
<b>Total</b>	<b>/10</b>	

\*Populations may be underserved because of geographic location, religion, sexual orientation, gender identity, racial and ethnic identities, or because of special needs (such as language barriers, disabilities, or age)