



	POOR (1-2 POINTS)	GOOD (3-4 POINTS)	GREAT (5-7 POINTS)
BUSINESS MODEL	No clear explanation of how the project becomes self-sustaining, meaning how it pays for itself or generates ongoing revenue.	Clear understanding of how this model can generate revenue and how it's better than the existing competition.	A well-considered vision, say two years from now, of what this project can become and high-level steps to get there.
BUDGET & BREAK-EVEN	Presenter does not have a well-thought-out budget for the project. Presenter does not have a clear path to break-even or when revenue will pay for the cost of the project.	Presenter has built out a budget that realistically shows the costs of the project and the time at which revenue reaches break-even.	Presenter has shown the budget/break-even to experts in the field and refined it based on their feedback.
CUSTOMER VALIDATION	Presenter has no defined scope of who makes up the target market. Presenter does not have a realistic plan for how to reach the target market.	Presenter can describe the most likely customers to target and how to connect with them in a realistic plan.	Presenter has already connected to target customers, received feedback from them and adapted to real-world experience.
MY UNFAIR ADVANTAGE	Presenter does not articulate beyond just having the idea why he/she should continue to run with it.	Presenter can articulate personal advantages and disadvantages that he/she brings to the project.	Presenter has plans for how to compensate for personal disadvantages in moving forward with the project.
PRESENTATION	Presenter did not seem to put thought into how to best communicate his/her idea at the grand finale.	Presenter effectively was able to communicate his/her idea at the grand finale.	Presenter showed creativity and resourcefulness in how he/she used the limited time at the grand finale to communicate his/her idea.

You submitted your 53-second pitch? That was just the first step. To win \$10,000 at the August grand finale, you need to prepare. The top 53 identified in June moving on the next round will be required to present at a closed virtual pitch in July. At that time, a committee of judges will use this scorecard to evaluate the top 53 and narrow the field to the top 10. The top 10 will receive \$250 and move on to compete live in-person at the grand finale. The distinguished judges will again use this scorecard to evaluate the 10 pitches and select first, second and third place and award \$10,000, \$5,000 and \$2,500 in seed funding.

Need help preparing? Visit www.53ideas.com to see workshops and coaching available at no cost through local area Small Business Centers and community partners.