



	<b>POOR (1-2 POINTS)</b>	<b>GOOD (3-4 POINTS)</b>	<b>GREAT (5-7 POINTS)</b>
<b>BUSINESS MODEL</b>	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 five years from now, of what this project can become and high-level steps to get there.
<b>BUDGET &amp; BREAK-EVEN</b>	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.
<b>CUSTOMER VALIDATION</b>	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.
<b>MY UNFAIR ADVANTAGE</b>	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.
<b>PRESENTATION</b>	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 in August. 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](http://www.53ideas.com) to see workshops and coaching available at no cost through local area Small Business Centers and community partners.