Evaluation Pitch Week TUS

Students will present an 8–10 slide pitch deck outlining an innovative idea (product, service, or research-based concept). Evaluation will focus on clarity, feasibility, innovation, and delivery, reflecting both academic rigor and entrepreneurial thinking.

1. Problem Identification & Opportunity (15%)

* Clearly defines a real and significant problem or opportunity.
* Demonstrates understanding of context, target users, or market gap.
* Shows evidence or data supporting the existence of the problem.

Scoring guide:

* 0–5: vague or unsupported
* 6–10: clear, relevant problem, some data
* 11–15: strong insight, evidence-based opportunity

2. Proposed Solution & Value Proposition (15%)

* Solution directly addresses the identified problem.
* Explains unique value proposition (UVP) — how it stands out from alternatives.
* Demonstrates clear benefits to end users or stakeholders.

Scoring guide:

* 0–5: unclear or generic solution
* 6–10: logical and relevant idea
* 11–15: innovative, compelling, and user-focused solution

3. Market Understanding & Validation (10%)

* Identifies target audience or market segment.
* Provides market insights, trends, or validation (surveys, interviews, secondary research).
* Shows awareness of competitors and differentiators.

Scoring guide:

* 0–3: little or no research
* 4–7: some understanding of market
* 8–10: strong market insight, validation, and positioning

4. Business or Implementation Model (10%)

* Outlines how the idea will be implemented or monetized.
* Demonstrates awareness of resources, partnerships, and sustainability.
* Shows logical and feasible structure.

Scoring guide:

* 0–3: unclear or unrealistic model
* 4–7: generally sound model
* 8–10: clear, feasible, and strategic plan

5. Innovation & Creativity (10%)

* Demonstrates originality in idea, approach, or execution.
* Integrates creative thinking, new technologies, or novel methods.
* Pushes boundaries or rethinks conventional solutions.

Scoring guide:

* 0–3: standard idea, low creativity
* 4–7: some innovative aspects
* 8–10: highly original and forward-thinking

6. Design & Quality of Pitch Deck (10%)

* Clear, visually appealing, and professionally designed slides.
* Logical flow across 8–10 slides (problem → solution → validation → plan).
* Consistent branding, visuals, and concise text.

Scoring guide:

* 0–3: cluttered or confusing slides
* 4–7: clear and functional design
* 8–10: polished, professional, and engaging visuals

7. Communication & Delivery (15%)

* Confident, clear, and engaging presentation.
* Keeps to time and demonstrates teamwork (if applicable).
* Responds effectively to questions.

Scoring guide:

* 0–5: unclear or unstructured
* 6–10: good delivery and timing
* 11–15: polished, persuasive, and engaging delivery

8. Feasibility & Impact (15%)

* Demonstrates that the idea can be implemented realistically.
* Highlights potential impact — economic, social, environmental, or academic.
* Acknowledges risks and mitigations.

Scoring guide:

* 0–5: unrealistic or unclear impact
* 6–10: generally feasible
* 11–15: highly viable with strong potential impact