

Pitch Marking Criteria

Judge: _____ Team: _____

1. Marketing & Sales						
Select four scores: one per element (either 3, 5 or 7 points)						
ELEMENTS		Pts		Pts		Pts
Market research	Evidence of market research	3	Evidence that the research has informed the marketing and sales strategies	5	Evidence that market research has been used to validate their product	7
Customer segments	Awareness of customer segments	3	Evidence of research on appropriate customer segments	5	Identification of an appropriate customer segment or segments	7
Promotional strategy	A promotional strategy	3	Appropriate choice of promotional tools for identified market segments	5	A comprehensive promotional strategy that meets the needs of the segment/s	7
Sales strategy	A sales strategy	3	Appropriate choice of sales techniques for identified market segments	5	A detailed sales strategy that demonstrates the use of appropriate sales techniques	7
					TOTAL (maximum of 28)	
Notes						