

Catalyze Scoring Sheet

Name of entry: _____

Judge: _____

Narrative Report	Novice (Much More Work Needed)	Developing (Getting There)	Meets Expectations (Well Done)
Executive Summary: Clarity of vision: what is the problem? Why do we care? Purpose and Passion: what is the solution? Why is it unique? Viability & Feasibility in Klamath County? Notes:	1 2	3 4	5
Problem Statement, Solution & Market: Clarity of who the customer is and how we'll reach them. Clarity of customer benefits and how their solution is viable and clearly marketable. Market validation/testing? Sustainable competitive advantage? First-mover advantage? Notes:	1 2	3 4	5
Competition & Profitability: Clear understanding of direct and indirect competition? Growth potential? Pricing model is realistic and viable? Does value proposition meet economic reality? Notes:	1 2	3 4	5
Risks & Business IQ: Risks identified? Understanding of financial realities and possibilities? Intellectual property issues and market changes considered? Internal and external challenges and solutions identified? Notes:	1 2	3 4	5
Pitch Presentation			
Introduction: Obvious hook and attention gained. Clarity, uniqueness and reason to care. Notes:	1 2	3 4	5
Content: Logical sequence—story told. Focused on market need and problem solved. Market, customers, business model addressed Catalyze mission. Notes:	1 2	3 4	5
Conclusion: Passion and belief in team and concept. Upbeat call-to-action; compelling. Notes:	1 2	3 4	5
Q & A interaction. Notes:	1 2	3 4	5
Total Points and comments:			