

FINAL PITCH CHECK LIST

DUE SATURDAY, NOVEMBER 19TH BY 1 P.M. BEFORE FINAL PRESENTATIONS.

Company Name: _____

Startup Vikes judging criteria **is divided into the three following criteria.** In order to complete in the final presentations on Sunday in front of the judges, **your team must have a mentor sign off on each of the criteria below and submit with your final pitch deck no later than 1:00 P.M. on Saturday, November 19th.**

Business Model Canvas

Criteria:

- Have you clearly identified a pain point/solution?
- Do you know the key value proposition?
- Do you have a revenue model?
- Do you know how you will make this a profitable business?
- Have you thought about competition and how to scale?
- Have you identified a specific target market?
- Do you know how you will acquire your first 100 customers?

Mentor Sign-off:

Customer Validation

Criteria:

- Do you have a good understanding of customers and their needs?
- Did your team get out and talk to customers?
- Do you know who your users/customers will be? Are they different?
- Did you target the correct people to interview?
- Did you learn from your customer interviews?
- Do you understand the core needs of your users?

Mentor Sign-off:

Execution and Design

Criteria:

- Have you received mentor and customer feedback on your MVP?
- Did you build a prototype (paper or Powerpoint is OK)?
- Is your pitch deck complete?
- Were you able to incorporate customer feedback into the solution?

Mentor Sign-off:
