

## Pitch Johnny Criteria Definitions

Idea/Business Concept:

- It is important to define your idea/product so that the judges can understand how, in an innovative way, it addresses the market problem being solved.<sup>1</sup>
- The extent to which the participant **provided a clear and convincing description of a problem or opportunity**. Consider **how innovative the idea is as well as the importance and scope of the problem/opportunity**.<sup>2</sup>
- **Key Question: Has the team presented a relevant problem (market need)? Does their idea solve that problem?**

Market Need: Has the team shown that their idea/concept is needed in the market?

- Judges want to see what level of knowledge you have of the market in which you are competing. **What is your capacity to recognize and describe the problem you are solving?** You must know and communicate well who your competition is and how you compare with them<sup>3</sup> (also value proposition).
- "Marketplace needs" is a marketing concept that relates to the functional or emotional needs or desires of a target market. Generally, a successful company **identifies when a segment of customers is not effectively served by existing providers and develops and promotes products or services to match**.<sup>4</sup>
- **Key Question: Does the pitch answer the need in the market place? Does the pitch show that the idea/innovation is necessary?**

Value Proposition: Why is my idea or innovation valuable?

- Product/service info and how it will solve the problem or take advantage of the opportunity (value proposition).<sup>5</sup>
- A value proposition is a promise by a company to a customer or consumer segment. It is an easy-to-understand reason why a customer should purchase a product or service from that specific business. **A value proposition should be a clear statement that explains how a product solves a pain point, communicates the specifics of its added benefit, and states the reason why it's better than similar products on the market.** The ideal value proposition is concise, and it appeals to a customer's strongest decision-making drivers... **A company's value proposition communicates the number one reason why a product or service is best suited for a customer segment**.<sup>6</sup>
- **Key Question: Has the team shown why their idea has value, that their innovation is the best suited for solving the market need?**

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<sup>1</sup> <https://thewaywomenwork.com/2015/08/5-criteria-juries-use-to-select-the-best-startup-pitch/>

<sup>2</sup> [https://www.bradley.edu/academic/schools/turner/documents/Brave\\_Pitch\\_Judge\\_Scorecard.pdf](https://www.bradley.edu/academic/schools/turner/documents/Brave_Pitch_Judge_Scorecard.pdf)

<sup>3</sup> <https://thewaywomenwork.com/2015/08/5-criteria-juries-use-to-select-the-best-startup-pitch/>

<sup>4</sup> <http://smallbusiness.chron.com/marketplace-needs-mean-74802.html>

<sup>5</sup> <https://www.wmich.edu/sites/default/files/attachments/u56/2014/PITCH%20-%20Judge%20Scoring%20Sheet%20and%20Feedback%202014.pdf>

<sup>6</sup> <http://www.investopedia.com/terms/v/valueproposition.asp>

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Feasibility: Has the team shown that this idea can be done?

- The extent to which implementation of the idea/solution is feasible, considering the time, capital, and other resources that will be required. Additionally, the **likelihood of being able to successfully market the solution.**<sup>7</sup>
- A demonstration that the venture **can be successfully implemented. Does the initiative aspire towards clear, realistic and achievable goals, while thinking big? Can it be implemented effectively?**<sup>8</sup>
- The state or degree of being easily or conveniently done
- **Key Question: Has the team shown that their idea/innovation can be simply implemented/used by their target consumer?**

Passion & Presentation: Was the team passionate about their concept? Did they professionally present their idea?

- Overall **effectiveness** of the actual presentation. Did the presenter(s) **engage the audience and hold their attention?** Did the presenter(s) appear to **speak with confidence** authority? **Was the pitch exciting and compelling?** How **efficiently did the team allot their time?**<sup>9</sup>
- **Key Question: Did the team confidently deliver a clear, concise message, presented in a professional manner?**

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<sup>7</sup> [https://www.bradley.edu/academic/schools/turner/documents/Brave\\_Pitch\\_Judge\\_Scorecard.pdf](https://www.bradley.edu/academic/schools/turner/documents/Brave_Pitch_Judge_Scorecard.pdf)

<sup>8</sup> <http://elab.nyc/pace-pitch-contest/fifth-annual-pace-pitch-contest/guidelines-and-judgin>

<sup>9</sup> <http://elab.nyc/pace-pitch-contest/fifth-annual-pace-pitch-contest/guidelines-and-judgin>