

Pitch Presentation Volunteer Review Form

Problem Statement/ Market Opportunity	Did the presenter articulate the need for their product or service? They should be confident in the benefits of their business, consider the benefits throughout the pitch, and base their business model around the benefits.	[Feedback]
Company Overview	Do you clearly understand what the company does? Their passion and commitment should shine through in their talking and they should clearly articulate their mission, who they are, what they do (product/service), how they do it, and why it is better than other similar products/services.	
Marketing Strategy	They should have done some marketing, be able to evaluate the impact, return, and cost of their efforts, and revised their efforts based on results.	
Competitive Advantages/ Unique Attributes	Does this company do something that is different? Did the presenter articulate what is unique about their company/product/services compared to the competition?	
Target Market	Did the presenter clearly articulate who they are serving with their product/service? Are they sufficiently focused in their target audience? Is the intended audience large enough? They should have specific ways to reach all their different markets and know how to appeal to more than one market, able to clearly articulate their customer overview in each market.	
Key Milestones Achieved to Date	What have they done to date toward their goals? Have they demonstrated traction? Did the presenter articulate critical path items that need to be accomplished to move to the next level?	
Key Team Members/ Experience	Did the presenter articulate sufficient knowledge of the industry? Does he/she have a support system? Do they have the necessary components within their advisory circle?	
Financial Outlook/The Ask	Does the presenter demonstrate an understanding of the economics of the business? Do they clearly understand how the company makes money? Will they be profitable? Is the fundraiser ask enough for what they need it for? Does it need to increase or decrease? They should know sales and have a prediction of how they can increase sales for the next 3 years and has taken definitive steps to increase sales.	



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3-5 Year Plan/Looking to the Future	They should show confidence, know areas of improvement and be able to talk through the change they are looking for over time, and know where the importance of focus is within the business.	
Risk Preparation	They should exhibit an understanding of the potential risks for their business and explain their plans to address those risks.	
Additional Notes:		