

Student Elevator Pitch Evaluation Form

Presenter's Name: _____

Business Name (if applicable): _____

Evaluator Name: _____

	Needs Work			Very Strong	
Hook (Did intro grab your attention?)	1	2	3	4	5
Product/Service Clearly Defined	1	2	3	4	5
Unique Features/Benefits Clearly Defined	1	2	3	4	5
Market Well Defined	1	2	3	4	5
Clear Understanding of Competition	1	2	3	4	5
Presentation Style (professional appearance, conciseness of message, persuasiveness, quality of delivery)	1	2	3	4	5

What did you like about this pitch?

What was missing from this pitch?

What are some suggestions for improving the pitch?

Would you use this product or service?