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Europe 2014

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Elevator pitch video assessment criteria

The following document presents the Elevator pitch video assessment criteria.

When preparing and submitting your elevator pitch video, we encourage teams to make sure they meet the different topics presented hereunder.



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Elevator Pitch Video Evaluation Criteria

Rate each elevator pitch/presenter on their ability to deliver the following in the following categories on a scale of 1 to 5.

Rating Scale

1 – very poor 2 – poor 3 – average 4 – good 5 – excellent

Grabs your attention with a hook/interesting opener	1	2	3	4	5
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Clearly presents their product or service	1	2	3	4	5
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Explains the need/niche that their Product/service will fill	1	2	3	4	5
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Explains the benefit/competitive Advantage of the product or service	1	2	3	4	5
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Delivers the pitch with passion, heart and enthusiasm	1	2	3	4	5
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TOTAL POINTS OUT OF 25: _____