

Student Name: Ken Le Clair / Thibault Schubart  
 Idea: Anu Lindeman / HK Tenggara

PLEASE IDENTIFY TO *WHOM* YOU ARE PITCHING. YOUR AUDIENCE IS EITHER: A) PROSPECTIVE INVESTORS IN YOUR BUSINESS; B) PROSPECTIVE CUSTOMERS OR CLIENTS YOU ARE TRYING TO CONVINCE TO BUY YOUR NEW PRODUCT OR SERVICE; C) A COMPANY YOU ARE TRYING TO CONVINCE TO HIRE YOU FOR A JOB, D) A PROSPECTIVE EMPLOYEE (OR SUPPLIER) YOU ARE TRYING TO RECRUIT TO (FOR) YOUR COMPANY; E) YOUR BOARD OF DIRECTORS; F) OTHER (PLEASE IDENTIFY).

Personal Pitch— Campus Assistant / Not-for-Profit  
 'ca

Strength of presentation: conveys confidence, enthusiasm and professionalism	4/5
Demonstrates strong skills and background necessary to launch and operate a venture	4/5
Stimulates interest and/or ability to maintain interest	3/5
Explains opportunity succinctly and understandably	4/5
Total	15/20

LI  
+  
public  
forum  
Summar

Notes:

Idea Pitch—

Value proposition – problem being solved/differentiated value/negative cost for customer/innovation or 'pixie dust'/competitive advantage	3/5
Size of opportunity	3/5
Cost of customer acquisition/use of guerrilla or social marketing	3/5
Cash conversion cycle—ability to generate cash	4/5
Ability to execute	4/5
Scalability/network effects/reversing out the work to customers or suppliers/custom outputs from standard inputs	4/5
Total	21/30

Notes:

Grand Total 36/50