

Student Name: Thibault Penicaut / Matthew Farnand

Idea: \_\_\_\_\_

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 CONVINCING TO BUY YOUR NEW PRODUCT OR SERVICE; C) A COMPANY YOU ARE TRYING TO CONVINCING 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— Crowd Angels.com

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

Notes:

Idea Pitch—

Value proposition – problem being solved/differentiated value/negative cost for customer/innovation or ‘pixie dust’/competitive advantage	5/5
Size of opportunity	5/5
Cost of customer acquisition/use of guerrilla or social marketing	4/5
Cash conversion cycle—ability to generate cash	3/5
Ability to execute	4/5
Scalability/network effects/reversing out the work to customers or suppliers/custom outputs from standard inputs	5/5
Total	26 /30

Notes:

Grand Total 46 /50

Best of ever.