

Student Name: Janie Desroches / Carly Oude Likh /  
 Idea: Melda Erdogus / Etta Scaury

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 TRING 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— Geo Salus

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	5/5
Total	16/20

Notes:

Idea Pitch—

Value proposition – problem being solved/differentiated value/negative cost for customer/innovation or ‘pixie dust’/competitive advantage	4/5
Size of opportunity	4/5
Cost of customer acquisition/use of guerrilla or social marketing	4/5
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	24/30

Notes:

Grand Total

40/50

- avoid jabs  
 - need better lighting  
 - move camera/ zoom in