

Student Name: Ziad Geagea / Onur Gumus /  
 Idea: Mandeep Singh Gill / Shalikh Naith

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— Tiffin Express

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

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	3 / 5
Cash conversion cycle—ability to generate cash	5 / 5
Ability to execute	4 / 5
Scalability/network effects/reversing out the work to customers or suppliers/custom outputs from standard inputs	3 / 5
Total	23 / 30

Notes:

Grand Total

38 / 50