

Student Name: Joe Krenosky / Abdul Haseeb Awan /

Idea: Steve Jacobsen

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— Zoodle.com Pitch.

|   |       |
|---|-------|
| 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                                  | 4/5   |
| Total   | 19/20 |

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   | 4/5   |
| 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                          | 4/5   |
| Total   | 22/30 |

Notes:

Grand Total 41/50