

# Dragon Pitch Judging ScoreCard

Team \_\_\_\_\_  
 Judge \_\_\_\_\_

| Customer Identification and Validation   | Good   |   |   | Better |   |   | Best |   |   |
|--|--------|---|---|--------|---|---|------|---|---|
| There is evidence that the team identified a real market need based on actual (not hypothetical) customer needs; spoke to customers through interviews, surveys, etc. and can articulate key insights and evidence.                                    | 1      | 2 | 3 | 4      | 5 | 6 | 7    | 8 | 9 |
|  | Notes: |   |   |        |   |   |      |   |   |
| Problem / Solution Identification  | Good   |   |   | Better |   |   | Best |   |   |
| The team has built a product or service tied to a customer pain point. They've connected it to a value proposition and incorporated customer feedback. The proposed solution matches well to the defined problem.                                      | 1      | 2 | 3 | 4      | 5 | 6 | 7    | 8 | 9 |
|  | Notes: |   |   |        |   |   |      |   |   |
| Unique Value Proposition   | Good   |   |   | Better |   |   | Best |   |   |
| The value proposition is stated clearly and effectively, seems unique, and reflects something not already on the market; matches to the customer, problem and solution.  | 1      | 2 | 3 | 4      | 5 | 6 | 7    | 8 | 9 |
|  | Notes: |   |   |        |   |   |      |   |   |
| Business Model   | Good   |   |   | Better |   |   | Best |   |   |
| The team has cost/revenue models, and channels strategy. There is evidence of a go-to-market plan and understanding of market sizing. Social businesses must show a business model that supports the mission (reliance on grants is not a good model). | 1      | 2 | 3 | 4      | 5 | 6 | 7    | 8 | 9 |
|  | Notes: |   |   |        |   |   |      |   |   |
| Teamwork and action plans  | Good   |   |   | Better |   |   | Best |   |   |
| Team members have clearly defined roles. The team has made best use of their skills and grown new skills. Have a clearly articulated set of action plans for at least three months.  | 1      | 2 | 3 | 4      | 5 | 6 | 7    | 8 | 9 |
|  | Notes: |   |   |        |   |   |      |   |   |
| Presentation Skills / Q&A  | Good   |   |   | Better |   |   | Best |   |   |

|  |        |   |   |   |   |   |   |   |   |
|--|--------|---|---|---|---|---|---|---|---|
| The presentation is skillfully presented, with logical flow, persuasive arguments, storytelling, and stunning visuals. Answers questions clearly and directly. | 1      | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|  | Notes: |   |   |   |   |   |   |   |   |