



TAGDev Program@Egerton University

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TAGDev PROGRAM PITCHING OF BUSINESS IDEAS

Evaluation/Assessment Tool for Assessors

During the pitching/presentation round, each team will be required to give a 5 minutes presentation followed by a 10-minute question-answer session by panelists. This will be an open, transparent and fair process during which the panelists will score the presentations guided by the parameters below.

No	Categories	Score x/10	Comments
1.	Value created by the new products/ services		
2.	Viability of the market opportunity		
3.	Competitive advantage of the proposed venture in the target industry		
4.	Operational and technology viability		
5.	Creativity and innovativeness of the idea		
6.	Management/leadership team capacity to actualize the idea/business		
7.	Capital requirements and financial forecast		
8.	Sustainability strategy		
9.	Presentation skills		
10.	Clarity of the business/innovative idea		
	TOTAL	100	