

Scorecard for Pitch Events / Capital-Ready Scorecard

Product/Service

- 9-10: Proven product/service with established demand; strong differentiation in the local/regional market; competitive pricing and positioning.
- 7-9: Clear market fit with strong value proposition; some differentiation from competitors; good chance of sustained demand.
- 5-7: Product/service has potential but needs refinement; moderate differentiation; early-stage customer validation.
- 3-5: Unclear value proposition; product/service is common with no clear competitive advantage; weak customer interest.
- 1-3: Conceptual or unproven product/service with no clear market demand or competitive positioning.

Market Opportunity

- 9-10: Large and well-defined customer base with high demand; business has strong market traction or existing customer relationships.
- 7-9: Good market size with demonstrated customer interest; strong understanding of industry trends and competitors.
- 5-7: Moderate market potential; some market research done but lacks strong data or validation.
- 3-5: Limited market demand; unclear customer segment; weak competitive analysis.
- 1-3: Little to no research on market demand; no competitive positioning; uncertain target audience.

Financial Viability

- 9-10: Business is profitable or has a clear path to profitability; sound financial projections with strong cash flow and revenue streams.
- 7-9: Strong potential for profitability; well-supported financial assumptions; reasonable cash flow management.
- 5-7: Some financial planning done, but cash flow projections are weak; potential profitability but needs refinement.
- 3-5: Unclear financial plan; weak cost control; uncertain revenue model.
- 1-3: No clear financial strategy; unrealistic revenue projections; high risk of failure.

Operational Readiness

- 9-10: Business is fully operational with efficient processes, reliable supply chain, and clear operational structure.
- 7-9: Well-developed operations with some room for improvement; supply chain and logistics are functional.
- 5-7: Some operational challenges but solvable with better processes or support.
- 3-5: Business operations have significant inefficiencies or logistical problems; scalability is uncertain.
- 1-3: Poorly structured operations; business lacks a clear process for service delivery or product fulfillment.