

Pitch Criteria [Sign up with your partner for a time slot here](#)

Read below to learn more about the expectations for your Shark Tank Pitch.

- Each group will put together a 10-12 minute Pitch followed by up to 10 minutes of Q+A.
- The Pitch must be aligned (at a minimum) to the twelve criteria below.
- Each criterion will be scored on a scale of 2 (exceeds expectations), 1 (meets expectations), or 0 (does not meet expectations).

	Criteria	Description	2	1	0
H1	Marketing Portfolio (Logo, Slogan, Product Name, Company Name)	Show all four. Describe how all reflect what your product is all about.			
H2	Target Group	Describe your demographic group(s) and how you will reach them. Be as specific as you can. Where will you advertise to reach them?			
H3	Radio Ad, TV Ad	Be ready to show one or both. Explain how your ads are a call to action.			
P1	Engineering Plan	Share the different views of the product and explain the components.			
P2	Prototype	Show the functionality. How does it work? Explain the science behind it.			
P3	Sustainable Design	What are the sustainable factors in your product?			
M1	Costs Summary	How did you come to this cost? What decisions did you make and why did you make them? + Visualization			
M2	Revenue Summary	How did you determine the price of your product? + Visualization			
M3	Profit Summary	When do you break even? When do you make an income? + Visualization			
S1	Organization	Is your presentation organized? Do you address all three aspects (prototype, business plan, marketing portfolio)? Are you ready to show everything you need?			
S2	Presentation	Remember to speak clearly and be knowledgeable about your product. Both partners take turns speaking. Are cameras on?			
S3	Enthusiasm	Remember to sell your product to the panel. Be enthusiastic, positive, optimistic.			

Ready to go? [Sign up with your partner for a time slot here.](#)