

## Pitch Deck

| Category          | Exemplary Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                        | Notes        |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Problem           | <ul style="list-style-type: none"> <li>• Problem is clearly articulated</li> <li>• Problem has a clear pain point for society or a segment of society</li> <li>• Clear motivation from the team to solving this problem</li> <li>• Incorporation of research/ clear evidence this is a problem</li> <li>• Problem is a pressing need in the field of education or society</li> </ul>                                                                      | Points: __/5 |
| Solution          | <ul style="list-style-type: none"> <li>• Proposed solution derived directly from the problem</li> <li>• Proposed solution keeps in mind possible negative externalities, especially related to access and equity for historically marginalized groups</li> <li>• Solution can be executed</li> <li>• Solution is articulated clearly</li> <li>• The team assembled has the expertise, passion, and community awareness to execute the solution</li> </ul> | Points: __/5 |
| Market            | <ul style="list-style-type: none"> <li>• There is a clear initial market that is sought after and has logic to back it up</li> <li>• Identification of possible scaling has been identified</li> <li>• The target market aligns with the pain point</li> <li>• The market has the means to allow a sustainable solution and/or key donors or influencers have been identified</li> </ul>                                                                  | Points: __/4 |
| Costs and Revenue | <ul style="list-style-type: none"> <li>• Major costs have been identified</li> <li>• Major revenue streams/fundraising targets have</li> </ul>                                                                                                                                                                                                                                                                                                            | Points: __/5 |

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|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Streams            | <p>been identified</p> <ul style="list-style-type: none"><li>• Reasonable costs relative to the market</li><li>• Costs are articulated in a way that is easy to understand for an investor (ex. Unit cost/ cost per school/cost per student)</li><li>• Costs/revenues are comprehensive and concise</li></ul>                                        |              |
| Presentation Style | <ul style="list-style-type: none"><li>• Tells a story that hooks the listener</li><li>• Key points are clearly articulated</li><li>• Slides are not text heavy; slides are clear with no information that is unnecessary</li><li>• Does not read directly from slides</li><li>• Presentation is not rushed and fits into the allotted time</li></ul> | Points: __/5 |