



## WEST CENTRAL GEORGIA BLACK CHAMBER OF COMMERCE

4th Annual Business Expo — Live Business Pitch Program

### How Pitches Are Scored

We believe in a fair, transparent process. Every pitch is scored the same way, on a 100-point scale. Judges rate each item from 1 to 5, and each item is worth a set number of points — so your final score is objective and consistent across all judges. Use this guide to prepare a strong submission.

#### Stage 1 — Choosing Finalists (from your application & pitch deck)

| Criterion                   | What judges look for                                                        | Points |
|-----------------------------|-----------------------------------------------------------------------------|--------|
| Problem & Solution          | Real, clearly defined problem; compelling, differentiated solution.         | 20     |
| Market & Customer Demand    | Evidence of a target market and real demand — customers, sales, validation. | 15     |
| Business Model & Viability  | How the business makes money; pricing, margins, path to scale.              | 15     |
| Traction & Execution        | Proof of progress: revenue, customers, partnerships, milestones.            | 15     |
| Founder & Team              | Credibility, relevant experience, commitment, coachability.                 | 10     |
| Financial Clarity           | Command of your numbers, unit economics, clear funding need.                | 10     |
| Use of Prize & Impact       | A specific, credible plan for how the prize grows your business.            | 10     |
| Deck Quality & Storytelling | A clear, complete, professional deck that tells your story.                 | 5      |
| TOTAL                       | Every pitch is scored on a 100-point scale                                  | 100    |

#### Stage 2 — The Live Pitch (on event day)

| Criterion                   | What judges look for                                                   | Points |
|-----------------------------|------------------------------------------------------------------------|--------|
| Problem & Solution          | Clearly communicate the problem and your solution in the time allowed. | 20     |
| Market & Demand             | Show who your customer is and why demand is real.                      | 15     |
| Business Model & Financials | Explain how you make money and show a grasp of your numbers.           | 20     |
| Traction & Feasibility      | Demonstrate real progress and a believable plan to execute.            | 15     |
| Delivery & Presentation     | Be clear, confident, and organized; stay within time.                  | 15     |
| Q&A Handling                | Answer the judges' questions directly and thoughtfully.                | 15     |
| TOTAL                       | Every pitch is scored on a 100-point scale                             | 100    |

*Tip: the strongest pitches make the problem obvious, prove people want the solution, know their numbers, and show exactly how winning would move the business forward.*