**E-COIL Pitch Evaluation**

Team Name:

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| Criteria | Guiding Questions | Score |
| Solution | Does the idea/solution/ prototype successfully identify the problem?  Is the idea/solution/prototype well-defined and innovative?  Does this idea/solution/prototype clearly define metrics of success?  Does this idea/solution/prototype illustrate a better method of achieving stated results than current or previous ones with identified or implied resources? | 1 2 3 4 5 |
| Understanding | Does the team show an understanding of their target market/audience?  Do they show an understanding of the magnitude and root causes of the chosen problem?  Does this team show how their solution compares to current methods of solving this issue?  Can the team provide accurate metrics of success for their solution?  Does the team have a process for evaluating impact on target market/audience? |  |
| Impact | Can this solution make a significant impact on the addressed problem?  Does this team provide a meaningful definition of success for their solution? |  |
| Feasibility/Scalability | Is their overall approach feasible?  If applicable, how viable is their business model (i.e. value proposition, potential for growth, operational sustainability, network of partners)?  Is this idea scalable or show potential to become scalable? |  |
| Team and Presentation | Does the team have the necessary skills, expertise, and/or experience?  Is there clarity in terms of organizational structure, a division of responsibilities, accountability?  Is there a lack of crucial expertise or personnel needed to execute their addressed plan? If so, is this sufficiently addressed? |  |

Adapted from: <https://hive.gse.harvard.edu/files/gse-hive/files/2022_hive_pitch_competition_rubric_1.pdf>

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| Overall Thoughts/Comments/Notes: |