

Team/Individual Name: \_\_\_\_\_



HATCH is a pitch competition for new business ideas. Who gets to pitch their ideas? Anyone with a good idea for a new business!

The rules are simple. We don't restrict the type of idea you can submit, but it's important to remember this is about moving an idea forward. At HATCH presenters have five to seven minutes to pitch in front of judges and a live audience for the chance to win a \$10,000 award. The audience has a chance to evaluate and vote for their favorite idea alongside the judges. Beyond the prize money, this is your chance to get the business idea that has been rattling around in your head, out in front of a supportive community. HATCH events are fun, highly social and inspirational.

Criteria for evaluating pitches at the include:

- An opportunity that will drive quality, sustaining jobs for a 21st Century Wisconsin economy
- An innovative, usually technology based, idea (whether it be a product or service based company) with barriers to entry
- A large addressable target market or a trending market with expected rapid growth
- A business that is rapidly scalable
- A social entrepreneur solving a community challenge

**Finalists give a 5-7 minute presentation (max). Points will be awarded for each section (0 = a low mark).**

**1. Clear articulation and clarity of the pitch.**

(0 – 5) \_\_\_\_\_

- Clear
- Passion
- Engaging

**2. Probability of success**

(0 – 10) \_\_\_\_\_

- Plausibility of the innovation
- Financially viable
- Does it solve a problem

**3. Impact**

(0 – 5) \_\_\_\_\_

- Plans for implementation and growth

- Ability to scale

**Total out of 20:** \_\_\_\_\_

**Comments:**