**Summary of Company Score- Crocodile Pit Marking**

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| **Criteria**  | **Comments** | **Marks** |
| Pitch * Get your attention?
* Clearly explain (with props) their product/service (within first 30secs?)
* Present logically?
* Adhere to the time limit (4 mins)?
* End with striking summary?
* Thank the crocodiles and audience?
* Maintain eye contact?
* Work as an organized team?
* Are they well-rehearsed?
* Present with:
	+ Good diction
	+ Expression
	+ Enthusiasm
	+ In business-like manner
	+ Smile
	+ Confidence
 |  | Out of 25  |
| Innovation * Is the prototype (product/service) a new idea in the market or add value to an existing product/service?
* Does the prototype fit the criteria of having agricultural relevance?
* Has the company identified that there is scope to scale up and diversify?
 |  | Out of 20 |
| Marketing * Understand the market?
* Undertaking realistic market research?
* Articulated their target market?
* Realise the competition they face?
* Thought about how they will get their product/service into the market?
* Given an indication of what further market research might cost?
* Is there evidence of a business plan?
* Thought about the longevity of their product?
 |  | Out of 20 |
| Operations * Developed a name for themselves?
* Looked at some costings of developing their prototype?
* Decided how they plan to produce their product/service
* Shown evidence of potential suppliers or producers of their product/ service?
 |  | Out of 20 |
| Finance * Based on simple costing’s. I.e. cost of production of further prototypes or product/service, possible selling price, further market research etc., how much investment capital do they need?
* How will the money be used?
* Is this a realistic figure?
 |  | Out of 15 |
| Total: 100 |  |  |
| Any additional comments |  |  |