**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 |  |  |