



ACRE

Agribusiness Center for
Research & Entrepreneurship

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE

SEEDS FOR SUCCESS — PITCH RUBRIC —

Applicant's Name _____

Judge's Name _____

	BELOW AVERAGE	AVERAGE	GOOD	EXCELLENT	POINTS AWARDED
Business/Product Description <i>Clearly identifies business and/or product.</i>	1-2	3-4	5-6	7	
Market Opportunity <i>Is there a target market? Are they solving a problem or meeting a demand? Are they setting themselves apart from the competition?</i>	1-2	3-4	5-6	7	
Business/Product Understanding <i>This person(s) has shown knowledge on the business and product they are developing.</i>	1-2	3-4	5-6	7	
Financials <i>This person(s) shows an understanding of the financials for this product or business.</i>	1-2	3-4	5-6	7	
Presentation and Follow-up Questions <i>The individual answered questions about their business in a logical, persuasive manner.</i>	1-2	3-4	5-6	7	
Total Points (35)					

Strengths of the Pitch

Areas for Improvement