

The Launch Scorecard
Aligned with the Entrepreneur's Cup Pitch Competition Rubric

Team:

Judge:

Total Score

#REF!

Category	Description	Score Range	Score	Notes
Product / Solution Rationale	Clearly defines the product, its value proposition, and how it solves a specific market problem.	0 to 10 Points		
Product / Solution Design	Explains product features, differentiation, development status, IP protection, and scalability.	0 to 15 Points		
Business / Business Model	Outlines a scalable business model with clear revenue streams, cost structures, margins, and supply chain logistics.	0 to 10 Points		
Market / Competitor Landscape	Analyzes the competitive landscape and demonstrates a sustainable competitive advantage in price, quality, and positioning.	0 to 10 Points		
Market / Customer Opportunity	Quantifies the target market and customer problem, demonstrating an understanding of pain points, adoption barriers, and acquisition costs.	0 to 10 Points		

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Category	Description	Score Range	Score	Notes
Financial Understanding	Details unit economics, manufacturing scalability, and capital requirements with a clear Use of Funds and budget timeline.	0 to 10 Points		
Investment Opportunity	Presents a clear and compelling investment ask and opportunity.	0 to 10 Points		
Team	Evaluates the current team's capabilities, identifies future hiring needs, and demonstrates strong risk management.	0 to 10 Points		
Presentation	Delivers a clear, creative, and well-paced presentation tailored to investors, with well developed rationale. Engages well with judge questions	0 to 15 Points		

Note: Visual aids and prototypes allowed. No food, drinks, or promotional items may be given to judges. Rating guidance: score each category using the point range shown; 0 = not addressed.

Alignment note: This scorecard has been restructured to mirror the category framework, point distribution, and judging emphasis of the statewide Entrepreneur's Cup Pitch Competition scorecards (High Growth and Small Business divisions), so Launch finalists are prepared for state-level judging. See the accompanying gap-analysis summary for details on what changed and why.