**Crocodile Pit Marking Criteria**

*The various companies are looking for funding to develop a prototype. The total score would reflect whether as a potential investor, you would be prepared to finance this initial concept.*

5 scoring categories:

1. **Pitch (25%)**

Does the company:

* 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

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| Pitch Mark /25 |

* + Confidence
1. **Innovation (20%)**

The crocodiles are looking for:

* 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?

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| Innovation Mark /20 |

1. **Marketing (20%)**

Does the company display that they have done the following:

* 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?

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| Marketing Mark /20 |

1. **Operations (20%)**

Has the company:

* 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?

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| Operations Mark /20 |

1. **Finance (15%)**

Because companies are only presenting a prototype, the % score is slightly reduced. However, the company is expected to articulate the following:

* Based on simple costing’s. Ie 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?

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| Finance Mark /15 |

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| Total Mark /100 |