

## HAWK SPARK CHALLENGE ONE-MINUTE 'VIDEO' PITCH

Participant(s): \_\_\_\_\_

Criteria	Not Demonstrated	Does Not Meet Expectation	Meets Expectation	Exceeds Expectation	Points Earned
<b>Introduction:</b> Demonstrates a strong introduction of all participants, showcases self-confidence and is enthusiastic.	0	1 – 3	4 – 7	8 – 10	
<b>Problem:</b> Understands and identifies the consumer's pain-point.	0	1 – 3	4 – 7	8 – 10	
<b>Solution:</b> Developed a unique resolution to help accomplish the goal or overcome a challenge.	0	1 – 3	4 – 7	8 – 10	
<b>Target:</b> Identified a particular group of consumers to focus on and cultivate.	0	1 – 3	4 – 7	8 – 10	
<b>Revenue Model:</b> Showcases income streams for generating money or future viability.	0	1 – 3	4 – 7	8 – 10	
<b>Time-frame:</b> Video does not exceed and/or fall below the one-minute time allocation mark.	0	1 – 3	4 – 7	8 – 10	

<b>Total Points Earned</b>
<b>/60 points max</b>

**Judge Comments:**

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