

DRAGONS' DEN December 2019

Team Presentations Feedback Sheet

Team:

Dragons' Den Judge:

0 1 2 3 4 5

Elevator Pitch. Did they clearly explain what they are selling, in a compelling and direct way at the start?

0 1 2 3 4 5

The Need or Problem Addressed, and the Target Group. Have they provided key information about the problem or need they have identified and the market or group of people who experience the problem? Who will buy/use their product/service?

0 1 2 3 4 5

The Product/Service. Did they provide an outline of the product/service or project, and how it meets the identified needs of their market segment? How does it work? What are its key features and how does it benefit the target market? (We expect to see storytelling and product demos here)

0 1 2 3 4 5

Alternatives and Competitors. Did they demonstrate an understanding of who their competitors are? Did they explain how their product/service is different from what is already available in the market? Did they also explain why customers should buy from them, rather than from their competitors?

0 1 2 3 4 5

Market Entry. Did they explain how they will attract their FIRST customers? How will their product/service be made available or distributed to their target market/audience? What longer-term plans do they have? How do they plan to expand it/grow?

0 1 2 3 4 5

Overall Presentation. Did the team demonstrate excellent presentation skills needed by an entrepreneur? Will you remember their presentation?

Scale:

0 = No mention

1 = Poor and incomplete (Fail)

2 = Just about acceptable (Bare pass)

3 = Satisfactory (Clear room for improvement)

4 = Very good (Minor amendments needed)

5 = Outstanding (You will remember this)