Judging Guidelines

The goal of the McGinnis Venture Competition is to encourage and support CMU undergraduate and graduate student entrepreneurs. The competition is intended to provide an early reality check for participants. Teams in the final round compete for $60,000 of investments.

<table>
<thead>
<tr>
<th>ROUND 1</th>
<th>ROUND 2</th>
<th>ROUND 3</th>
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<tbody>
<tr>
<td>FORMAT</td>
<td>Virtual</td>
<td>Virtual</td>
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<tr>
<td>DELIVERABLES</td>
<td>Executive Summary (3-5 pages)</td>
<td>Expanded Executive Summary (3-5 pages)</td>
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<td></td>
<td>5-min Video Pitch</td>
<td>Expanded 5-min Video Pitch</td>
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Judging

Judges are grouped according to educational and professional experience; you only judge your group’s teams.

Please note that not all teams fit perfectly into a group; you may have an outlier or two. Also, if you know an applicant personally inform Allyson Hince so you can be reassigned to a different group.

Deliberation Call

Each group has one deliberation call to discuss and choose the advancing teams. If you are unable to attend the deliberation call, please contact your fellow judges via email.

Scoring & Feedback

As a judge, you score and provide feedback on team’s executive summary and video pitch. Scoring is on a scale of 1 to 5, 1 needs work and 5 as excellent. Scores are merely guidelines, meaning that while a team may have a high score, it may not be ready to move on in the competition. Teams are able to view scores and feedback after each judging round.

As a judge, keep two questions in mind when reviewing each team’s executive summary and video pitch.

1. Can this team be competitive in the final round?
2. Can this team/company be viable?

Be firm but gentle. The competition is intended to be an educational experience.

The Competition Platform

Judges have access to review their assigned teams executive summary and video pitch via the competition platform, iStart. Login instructions are sent from notification@istart.org with the subject “Invitation to Judge the McGinnis Venture Competition” prior to your judging round.

Login problems? Contact support@istart.org and cc ahince@andrew.cmu.edu