



## 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.

	ROUND 1	ROUND 2	ROUND 3
FORMAT	Virtual	Virtual	Live
DATE	January 2017	Feb 2017	March 21, 2017
DELIVERABLES	Executive Summary (3-5 pages) 5-min Video Pitch	Expanded Executive Summary (3-5 pages) 5-min Video Pitch	Mini Business Plan (5-10 pages) Live Pitch + Q&A

### 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

Based on last year's feedback we will not be holding official judges' calls. Instead we will be asking for a forced rank, which we will then email each group with the rankings. At that point judges' are able to discuss via email if they feel a team should be switched based on the ranking. If you desire to have a call please notify Allyson Hince and she will be able to arrange a judges' call.

### 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, Startup Compete (<https://mcginnisventurecompetition2017.startupcompete.co>). **Login instructions are sent from [notification@startupcompete.co](mailto:notification@startupcompete.co) with the subject "Invitation to Coach the McGinnis Venture Competition" once the teams are assigned.**

Login problems? Contact [support@startupcompete.co](mailto:support@startupcompete.co) and cc [ahince@andrew.cmu.edu](mailto:ahince@andrew.cmu.edu)