

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 2025	Feb 2025	March 18, 2025
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.

Team Ranking

You will be asked to rank the overall teams' application, which will be used to help determine which teams move forward to the next round.

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 the 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 team's executive summary and video pitch via the competition platform, Pralent.

You will receive an email once you are able to view your assigned teams to start judging. Each judge's email will be unique to the judge and does not require a special log in.