

## Breakwater Superior Shark Tank Challenge – Score Sheet

Team/Presenter: \_\_\_\_\_ Judge: \_\_\_\_\_

Category	5 – Excellent	4 – Very Good	3 – Fair	2 – Poor	1 – Very Poor	My Score
<b>Problem</b>	Problem/pain point is crystal clear, highly relevant, and compelling.	Problem is clear and significant with minor gaps.	Problem is moderately clear but could be stronger.	Problem is weakly defined or not very relevant.	Problem is unclear or trivial.	
<b>Idea</b>	Idea is creative, original, feasible, and described with exceptional clarity.	Idea is clear and has strong creative or feasible elements.	Idea is moderately creative/feasible but description lacks polish.	Idea is weakly creative or has feasibility issues.	Idea is unclear, unoriginal, or not feasible.	
<b>Market &amp; Marketing</b>	Target market is well-defined and justified. Sales channels (online/storefront/etc.) and marketing strategies are clear, innovative, and inspiring.	Target market is defined with solid reasoning. Sales channels and marketing are good but not exceptional.	Target market and channels are somewhat clear with limited examples.	Target market, channels, or strategies are vague or weak.	No clear target market or marketing plan.	
<b>Competition</b>	Presenter deeply researched competitors and offers standout, realistic strategies to differentiate.	Competitor knowledge is solid with good strategies to compete.	Competitor research is moderate, strategies need work.	Competitor research or differentiation is weak.	No understanding of competition or differentiation.	
<b>Research &amp; Data Support</b>	Strong, credible data or research fully supports the pitch and validates assumptions.	Good data or research supports most claims.	Some data or research, but gaps remain.	Minimal or weak data that only partially supports the pitch.	No supporting data or unreliable evidence.	
<b>Financial Analysis</b>	Startup costs, production/operational costs, and pricing are accurate and well-reasoned.	Financials are mostly accurate with minor gaps.	Some estimates given but lacking depth or accuracy.	Financials are vague or poorly reasoned.	No financial understanding presented.	

<b>Moving Forward</b>	Clear, inspiring vision for growth with actionable steps.	Vision for growth is good but could be more detailed.	Some growth ideas shared but underdeveloped.	Growth ideas are weak or unrealistic.	No growth vision.	
<b>Professionalism &amp; Delivery</b>	Presenter(s) look clean and professional, deliver confidently, and keep the audience engaged.	Presenter(s) are professional and mostly confident, with only small issues.	Presentation is adequate but lacked polish or consistent engagement.	Presentation appeared unprepared or disengaging at times.	Presenter(s) appeared unprofessional or disorganized.	
<b>Timing</b>	Perfectly paced, stayed well within time limit.	Stayed within time with minor pacing issues.	Slightly rushed or slightly over time.	Noticeably rushed or exceeded time.	Significantly exceeded or poorly managed time.	
<b>Q&amp;A</b>	Answers were thoughtful, thorough, and confident.	Answers were mostly clear and confident.	Answers were adequate but lacked depth or clarity.	Answers were hesitant, incomplete, or unclear.	Could not answer questions effectively.	—

Total Score: \_\_\_\_\_/50

Notes: