| Topic | Not Present | Somewhat Present | Clearly Present |  |
| --- | --- | --- | --- | --- |
| Business Description | 1 | 2 | 3 |  |
| Product Description | 1 | 2 | 3 |
| Solving What Problem | 1 | 2 | 3 |
| Marketing Strategy | 1 | 2 | 3 |
| Target Audience | 1 | 2 | 3 |
| Operations Plan  (Expenses) | 1 | 2 | 3 |
| Break-Even Calculations | 1 | 2 | 3 |
| Investment Ask with Reasoning | 1 | 2 | 3 |
| Total: | | | | /24 |

# Engagement

A black and white logo

Description automatically generated