

PITCH SCORECARD

Please rate each company in the following categories and assign a score between 1-5.

	<u>V.R.T.L.</u>	<u>Tone</u>	<u>Cloaked</u>
NOTES			
PROBLEM SOLVE Does the company's product or service solve a problem?			
MARKET OPPORTUNITY Based on your knowledge of the prospective market, what is the total addressable market?			
BUSINESS MODEL			
COMPETITIVE ADVANTAGE How difficult has the team made it for competitors to enter the market?			
ATHLETE VALUE & FIT Value to athletes, and can the NFLPA's athletes, network, and exclusive access propel the company?			
OVERALL PRESENTATION			
TOTAL			