**Investor Evaluation Sheet**

**Instructions for Investor**: The student teams are supposed to pitch their revised product to you in a way that convincingly illustrates the product, their marketing strategy and their contribution to sustainability goals. Please score them using the following guidelines.

**Product**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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|  | **Criterion** | **Points out of 10** | **Comments** |
| 1 | Product explained clearly |  |  |
| 2 | Target segment identified |  |  |
| 3 | Pricing strategy included |  |  |
| 4 | Communications strategy provided |  |  |
| 5 | Retailing strategy explained |  |  |
| 6 | Fit with customer lifestyle explained |  |  |
| 7 | Impact on customer costs explained |  |  |
| 8 | Change in consumer behavior described |  |  |
| 9 | Socioecological benefits from change explained well |  |  |
| 10 | “Fudge Points” – your own criterion |  |  |
|  | TOTAL out of 100 |  |  |