

**National Young Cattleman Program  
Bull Pen Pitch Scoring Guide 2019**

Name \_\_\_\_\_

Product \_\_\_\_\_

Item	Max Score	Score
<b>THE PITCH</b>		
Information about the opportunity/problem (pain)	5	
Product/service info and how it will solve the problem or take advantage of the opportunity (value proposition)	5	
Understanding of market group	5	
Price the product/service, cost to produce it (revenue or business model)	5	
Description of the market and its size	5	
Described competition and explained their competitive advantage	5	
Leadership team and background (expertise)	5	
Had a killer closing (1 line that is easy to remember)	5	
Incorporation of Tack Box Elements – knowledge of and effective use	10	
<b>TOTAL for CONTENT</b>	<b>50</b>	
<b>DELIVERY and QUESTIONS</b>		
Spoke clearly	5	
Told a story (not a list)	5	
Provided examples (mockups or drawings)	5	
Used language that was easy to understand (no unknown words)	5	
Related to audience	5	
Enthusiastic, passionate about idea, full of energy	5	
Answered questions completely and provided correct information	20	
<b>TOTAL for DELIVERY and QUESTIONS</b>	<b>50</b>	

Name \_\_\_\_\_

Product \_\_\_\_\_

<b>MARKETING PLAN</b>	<b>Max Score</b>	<b>Score</b>
Understanding of Facebook and Instagram platforms	5	
Brand	5	
Goal	5	
Target Audience	5	
Platform	5	
Content	5	
Growth Strategy	5	
Plan is thorough and comprehensive	5	
<b>TOTAL for MARKETING PLAN</b>	<b>50</b>	
<b>Item</b>	<b>Max Score</b>	<b>Score</b>
<b>Content and Questions</b>	<b>50</b>	
<b>Delivery</b>	<b>50</b>	
<b>Marketing Plan</b>	<b>50</b>	
<b>TOTAL</b>	<b>150</b>	