

NAME OF TEAM you are giving feedback to: Devil Heel

Audience Feedback Form - ELEVATOR PITCH COMPETITION

Note: Fill these out during each Q&A session with the judges. This form will **not** be used to determine the winners of the competition. Fill this out to provide feedback to the competitors. We will give this to them to help them improve.

What are the **strongest or most distinctive aspects** of this business concept?

interesting niche

What **areas need the most improvement** or additional development?

why are you more valuable than ESPN? R&D Observer?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

Good presence

Additional **feedback or suggestions**?

Emphasize your competitive advantage

Overall score (circle one): Consider that the goal of the pitch is to get you to accept a second meeting to discuss the possibility of an investment. Rate the likelihood you would invite them back for a second meeting.

1	2	3	4	5	6	7	8	9	10
Low chance of a second meeting				High chance of a second meeting					

Leave at your seat at the end of the night, we'll collect and sort these.

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What are the **strongest or most distinctive aspects** of this business concept?

I THINK UAC/DUKE IS POSSIBLE FOR YOU TO LEAD IN THIS MARKET BUT I AM NOT SURE HOW YOU SCALE.

What **areas need the most improvement** or additional development?

DIFFICULT TO COMPETE IN BLOGOSPHERE, MUST BE SCALABLE BEYOND UAC/DUKE.

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

GOOD SPEAKING

Additional **feedback or suggestions**?

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What are the **strongest or most distinctive aspects** of this business concept?

I LIKE THE MARKET - CRAZY FANS. LOVE THE MULTIPLE REVENUE MODEL

What areas need the most improvement or additional development?

ESPN Chicago, ESPN Dallas, ESPN Toronto? Why can't ESPN provide this?

Comment on the **presentation quality** of the pitch, i.e. body language, clarity of thought, etc.

NICE JOB CONVEYING THE IDEA. GREAT USE OF EXAMPLES

Additional **feedback or suggestions**?

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