



2025 JUDGING FORM CHAPTER-LEVEL

Judge Name: _____

Participant: _____

Topic Selected: _____

Excellent = 5 | Very Good = 4 | Average = 3 | Marginal = 2 | Poor = 1 | Absent = 0

Overall Concept (Idea, Product or Service) - 50%	SCORE
Originality and Innovation: Is this a unique idea, product or service?	5 4 3 2 1
Unique Selling Point: Is the value proposition distinct and compelling?	5 4 3 2 1
Relevant to the Target Audience: Is it clear who the target audience is and why they would be interested?	5 4 3 2 1
Feasibility to Implement: Does the presenter demonstrate they know how this idea, product or service could be implemented within their credit union and/or the industry?	5 4 3 2 1
TOTAL: 50 x (____ /20) =	
Clarity of Pitch - 25%	SCORE
Clear Problem/Need Statement: Does the presenter clearly articulate the problem or need that their idea, product or service seeks to solve?	5 4 3 2 1
Concise explanation: Is the pitch succinct and easy to follow?	5 4 3 2 1
Persuasiveness: Does the presenter effectively convey the value proposition and opportunity?	5 4 3 2 1
Demonstration of Knowledge: Does the presenter convey that they understand the credit union industry and the needs of its members or employees?	5 4 3 2 1
TOTAL: 25 x (____ /20) =	
Overall Presentation/Communication Skills - 25%	SCORE
Confidence and Delivery: Does the presenter exude confidence and deliver the pitch effectively?	5 4 3 2 1
Engagement: Does the presenter engage the audience and the judges throughout the pitch?	5 4 3 2 1
Visual aids: Are visual aids used effectively to enhance understanding or aid in engagement?	5 4 3 2 1
Time: Does the presenter adhere to the 7-minute time limit for the presentation? <i>(This score will be provided to the judge by the timekeeper)</i>	5 4 3 2 1
TOTAL: 25 x (____ /20) =	
Added Total Score (100 Points Possible)	

Notes:



2025 JUDGING FORM SEMI-FINALS

Judge Name: _____

Participant: _____

Topic Selected: _____

Excellent = 5 | Very Good = 4 | Average = 3 | Marginal = 2 | Poor = 1 | Absent = 0
 Decimals can be used in .25 increments (.25, .50, .75) up to 4.75. 5 is the highest score that can be given.

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Originality and Innovation: Is this a unique idea, product or service?	
Unique Selling Point: Is the value proposition distinct and compelling?	
Relevant to the Target Audience: Is it clear who the target audience is and why they would be interested?	
Feasibility to Implement: Does the presenter demonstrate they know how this idea, product or service could be implemented within their credit union and/or the industry?	
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Time: Does the presenter adhere to the 7-minute time limit for the presentation? <i>(This score will be provided to the judge by the timekeeper)</i>	
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Notes:



2025 JUDGING FORM FINALS

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Topic Selected: _____

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 Decimals can be used in .25 increments (.25, .50, .75) up to 4.75. 5 is the highest score that can be given.

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