

1.1 Shark tank evaluation criteria

Implemented in Universities of Applied Sciences of Karelia UAS & HAN UAS, 2023

Created by: Varpumaria Jeskanen, Stephan Plat

The following evaluation criteria was given to the sharks to support their assessment process when evaluating the pitches:

Example 1: Evaluation criteria used by the sharks:

Sharks were asked to evaluate the pitches and ability to answer the questions with the following criteria:

1. Logical Structure:

Consider **the flow** of the pitch. Does it follow a **logical structure**? Assess how **effectively** the team has presented their project in a **coherent and organized manner**.

2. Feasibility of the Project Idea:

Dive into the **practicality** of each project. Do you believe the proposed ideas are **feasible**? Consider the **resources required, potential challenges, and the overall viability** of turning these concepts into reality. Did the team **convince** you to invest? If so, is their request for the **investment in line with their targets and outputs**?

3. Innovativeness:

Innovation is at the heart of these pitches. Reflect on the **uniqueness** of each idea. Does it bring something **new** to the table? Consider the **creativity and originality** that each team has infused into their project. Look for that **spark of innovation** that sets them apart.

4. Acceptability:

To gain acceptance, innovations must resonate with stakeholders, **align** with Sustainable Development Goals, and **contribute** to overall societal well-being. By addressing the needs of beneficiaries, fostering sustainability, and promoting positive change, innovations can earn widespread recognition and support. Ultimately, **acceptability** is the hallmark of impactful innovation and **does it have a need** and place in the markets.

5. Clarity:

Clarity is key in communication. Evaluate how well each team has **conveyed their message**. Are the concepts **easy to understand**? Consider the **clarity** of their presentation, the **simplicity of their language**, and their **ability to work as a team** to present their project proposal in an accessible manner.

6. Attractiveness of the Pitch:

Lastly, consider the **overall attractiveness** of the pitch. **Did the team engage you to listen**? Was there **enthusiasm and passion** in their presentation? Evaluate the **charisma and appeal** that each team brought to the stage. A compelling pitch can leave a lasting impression.

Please evaluate the pitches by using the above mentioned criteria.

1.2 Shark tank overall score sheet

Overall score sheet for the students (sharks) to evaluate the pitches.

(rate each criterium from 1_insufficient to 5_outstanding)

Criteria	Team 1	Team 2	Team 3	Team 4	Team 5
Logical structure					
Feasibility, convincing to invest					
Innovativeness					
Acceptability					
Clarity					
Attractiveness of the pitch					
Total score					