



THE ROOM WORKS TOO — JUDGE LIKE YOU WERE TAUGHT

Four criteria, four stars each. You built criteria in Unit 3, caught quotes in Unit 4, and fired friendly questions last lesson — today it's all one job.

JUDGE CARD

PITCH DAY · GROUND UP WA

Studio pitching: _____ · Judge: _____

PROBLEM — real, evidenced, Goldilocks-sized: ☆ ☆ ☆ ☆

CONCEPT — actually answers THEIR HMW: ☆ ☆ ☆ ☆

HONESTY — panel five says what it truly needs: ☆ ☆ ☆ ☆

PITCH CRAFT — clear, timed, every voice heard: ☆ ☆ ☆ ☆

One exact quote worth keeping: _____

My question for the floor (Google-proof): _____

Judge's law: stars go to evidence and honesty, never to the fanciest technology. The medium is not the pitch.

JUDGE CARD

PITCH DAY · GROUND UP WA

Studio pitching: _____ · Judge: _____

PROBLEM — real, evidenced, Goldilocks-sized: ☆ ☆ ☆ ☆

CONCEPT — actually answers THEIR HMW: ☆ ☆ ☆ ☆

HONESTY — panel five says what it truly needs: ☆ ☆ ☆ ☆

PITCH CRAFT — clear, timed, every voice heard: ☆ ☆ ☆ ☆

One exact quote worth keeping: _____

My question for the floor (Google-proof): _____

Judge's law: stars go to evidence and honesty, never to the fanciest technology. The medium is not the pitch.

JUDGE CARD

PITCH DAY · GROUND UP WA

Studio pitching: _____ · Judge: _____

PROBLEM — real, evidenced, Goldilocks-sized: ☆ ☆ ☆ ☆

CONCEPT — actually answers THEIR HMW: ☆ ☆ ☆ ☆

HONESTY — panel five says what it truly needs: ☆ ☆ ☆ ☆

PITCH CRAFT — clear, timed, every voice heard: ☆ ☆ ☆ ☆

One exact quote worth keeping: _____

My question for the floor (Google-proof): _____

Judge's law: stars go to evidence and honesty, never to the fanciest technology. The medium is not the pitch.

