

Evaluation criteria – Pitch Internationalization Track

Internationalization Case (Name):

Level of excellence	Very good	Good	Average	Below average (urgent need for action)			Number of points
Internationalization goal	Clear goal was communicated very convincingly	Clear goal was communicated fairly convincingly	Goal was only partially communicated but has potential	Goal was inadequately communicated	Goal was barely communicated	No clear goal was communicated	
Internationalization potential	Potential is very convincing	Potential is fairly convincing	Some potential noticeable	Little potential noticeable	Hardly any potential noticeable	No potential noticeable	
Internationalization strategy	Strategy is very convincing	Strategy is fairly convincing	Strategy was only partially elaborated but has potential	Strategy has little potential	Hardly any potential noticeable	No potential noticeable	
Presentation	Presentation was excellent and very convincing	Presentation was good and reasonably convincing	Presentation was average and only partially convincing	Presentation was not particularly convincing	Presentation was poor	Presentation was very poor	
Points awarded	10	8	6	4	2	0	

Comments:
