Pitch Judging Rubric

This rubric will be used to judge pitches and pick a winner. Each row will be assigned a score from 0 to 3 using the following key:

3 points: The pitch thoroughly and accurately addresses all of the listed qualities.
2 points: The pitch has most of the qualities but is missing one or two key parts.
1 point: The pitch has a few of the listed qualities but is missing major parts.
0 points: The pitch does not contain any of the listed qualities.

Criteria : Evaluating the Solution	3 points	2 points	1 point	0 points
The team clearly defines the problem and explains how their solution adds value for customers.				
The team describes the target customers, estimates how many potential customers there are, and explains what they need in a solution.				
The team discusses the research they conducted and how it led to their solution.				
The team describes the features of their solution and explains how and why they work.				
The team includes a sketch or prototype of their solution to show its features.				
The team demonstrates that their solution will work under real-world conditions.				
The solution shows creativity and imagination.				
The team identifies limitations of their solution.				

Criteria: Evaluating the Preparation and Presentation	3 points	2 points	1 point	0 points
The pitch was designed for the appropriate audience (investors).				
The presentation was professional and transitions through the pitch were smooth.				
All team members demonstrated an understanding of their design and participated in the pitch.				
The team displayed a passion for their solution.				
The presentation materials are error-free, with correct grammar usage, punctuation, capitalization, and spelling.				
Images and graphic design are used well and communicate key messages. Text is used well and placed strategically to enhance the presentation.				