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.

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| 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. |  |  |  |  |

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| 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. |  |  |  |  |