

# DESIGN & PITCH CHALLENGE

## PROTOTYPE TO PROFIT: RUBRIC

### GRADING RUBRIC

	<b>Getting Started</b>	<b>Improving</b>	<b>Good</b>	<b>Excellent</b>
<b>Describe your selected product.</b>	We <b>did not</b> describe our selected product or how it works.	We <b>described</b> our selected product <b>and</b> how it works. We <b>did not</b> explain, in detail, the math/science of how it works.	We <b>described</b> our selected product <b>and</b> the math/science of how it works. Our explanation of the math/science <b>left out</b> important details.	We <b>described</b> our selected product <b>and</b> the math/science of how it works. Our explanation of the math/science <b>contained all necessary information</b> .
<b>Describe your customers.</b>	We <b>did not</b> describe our target customers. We <b>did not</b> describe why they would want to buy our selected product.	We <b>described</b> our target customers <b>and</b> why they would want to buy our selected product. We <b>did not</b> describe how many customers are likely to buy our selected product.	We <b>described</b> our target customers <b>and</b> why they would want to buy our selected product <b>and</b> how many are likely to buy our selected product. We <b>did not justify</b> our customer estimate.	We <b>described</b> our target customers <b>and</b> why they would want to buy our selected product <b>and</b> how many are likely to buy our selected product. We <b>justified</b> our customer estimate.
<b>Describe your expected business expenses.</b>	We <b>did not</b> describe our business expenses and we <b>did not</b> represent them algebraically.	We <b>described</b> our expenses and <b>represented</b> them algebraically. We <b>did not</b> define our variables <b>or</b> our expression was not accurate.	We <b>described</b> our expenses and <b>represented</b> them algebraically. We <b>defined</b> all variables and our expression was accurate. We <b>did not</b> include one or more expenses.	We <b>described</b> our expenses and <b>represented</b> them algebraically. We <b>defined</b> all variables and our expression was accurate. We included <b>all</b> expenses.
<b>Describe your expected revenue.</b>	We <b>did not</b> describe our revenue sources and we <b>did not</b> represent them algebraically.	We <b>described</b> our revenue sources and <b>represented</b> them algebraically. We <b>did not</b> define our variables <b>or</b> our expression was not accurate.	We <b>described</b> our revenue sources and <b>represented</b> them algebraically. We <b>defined</b> all variables and our expression was accurate. We <b>did not</b> include one or more revenue sources.	We <b>described</b> our revenue sources and <b>represented</b> them algebraically. We <b>defined</b> all variables and our expression was accurate. We included <b>all</b> revenue sources.
<b>Show how and when your business will make a positive profit.</b>	We <b>did not</b> describe our business model and we <b>did not</b> use equations and graphs to show when our business will make a positive profit.	We <b>described</b> our business model. We <b>did not</b> use equations and graphs to show when our business will make a positive profit, <b>or</b> our equations and graphs were not accurate.	We <b>described</b> our business model <b>and</b> used equations and graphs to show when our business will make a positive profit. Our equations and graphs contained only minor errors.	We <b>described</b> our business model <b>and</b> used equations and graphs to show when our business will make a positive profit. Our equations and graphs contained <b>no</b> errors.