



Vermont Pitch Challenge Round 1 Grading Rubric

Criteria	Description
Executive Summary	A concise summary that clearly outlines the business idea, goals, and social impact.
Problem Statement	A clear identification and explanation of the social problem being addressed.
Solution & Value Proposition	The proposed solution and its unique value in addressing the social problem.
Social Impact	The potential positive impact on society, including measurable social, environmental, and economic benefits.
Market Analysis	Analysis of the target market, including size, demographics, and needs.
Business Model & Strategy	Description of the business model, revenue streams, and overall strategy for implementation.
Sustainability	The long-term viability of the business model and its ability to sustain operations and impact.
Scalability	The potential for the business to grow and expand its impact.
Financial Plan	Soundness and realism of the financial projections and funding strategy.
Team & Execution Plan	Strengths and capabilities of the team and the clarity of the execution plan.
Impact Measurement	The plan for measuring and reporting the social impact of the business.
Overall Quality & Presentation	The overall quality, clarity, professionalism, and persuasiveness of the proposal.

Scoring Guide:

- **0 – Does not meet criteria**
- **1 – Partially meets criteria**
- **2 – Meets/exceeds criteria**



Detailed Criteria Description

1. Executive Summary

- **0:** Summary is unclear and incomplete.
- **1:** Summary is somewhat clear but lacks key information; could be more concise and comprehensive.
- **2:** Summary is clear, concise, and covers most key points; Summary is extremely clear, concise, and comprehensive.

2. Problem Statement

- **0:** Problem is unclear or not well-defined.
- **1:** Problem is somewhat clear but lacks depth.
- **2:** Problem is clearly defined with good detail.

3. Solution & Value Proposition

- **0:** Solution is unclear or not well-developed.
- **1:** Solution is somewhat clear but lacks strong value proposition.
- **2:** Solution is clear and well-developed with a strong value proposition; Solution is highly innovative, clear, and well-developed with an excellent value proposition.

4. Social Impact

- **0:** Minimal or unclear impact on society.
- **1:** Some potential for positive impact, but not well-defined.
- **2:** Clear potential for positive impact with some measurable benefits; Significant positive impact with well-defined and measurable benefits.

5. Market Analysis

- **0:** Market analysis is unclear or incomplete.
- **1:** Market analysis is somewhat clear but lacks depth.
- **2:** Market analysis is clear and detailed.

6. Business Model & Strategy

- **0:** Business model is unclear or not well-developed.
- **1:** Business model is somewhat clear but lacks detail.



- **2:** Business model is clear and detailed.

7. Sustainability

- **0:** No clear plan for long-term sustainability.
- **1:** Moderate sustainability plan; some risks identified.
- **2:** Strong sustainability plan with clear strategies to mitigate risks.

8. Scalability

- **0:** Limited or no potential for scalability.
- **1:** Some potential for scalability, but some barriers exist.
- **2:** Strong potential for scalability with clear strategies to overcome challenges.

9. Financial Plan

- **0:** Financial plan is unrealistic or poorly developed.
- **1:** Financial plan is moderately realistic with some gaps.
- **2:** Financial plan is realistic and well-developed.

10. Team & Execution Plan

- **0:** Team roles not defined; execution plan is unclear.
- **1:** Team roles somewhat defined; execution plan is clear with some gaps.
- **2:** Team roles are strongly defined; execution plan is very clear.

11. Impact Measurement

- **0:** No plan for measuring social impact.
- **1:** Moderate plan for impact measurement; some details provided.
- **2:** Strong plan for impact measurement with clear metrics.

12. Overall Quality & Presentation

- **0:** Proposal is unclear, unprofessional, or unconvincing.
- **1:** Proposal is somewhat clear and professional, but not fully convincing.
- **2:** Proposal is clear, professional, and convincing.