**BUSINESS PITCH SCORING RUBRIC**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Weak or Missing | Weak | OK | Good | Great |
| Please Check your score for each category below: | | |  |  |  |
| **Content** |  |  |  |  |  |
| **Unique Value Created** |  |  |  |  |  |
| **Industry, Target Customer and Competition** |  |  |  |  |  |
| **Marketing, Operation, and Management of Business** |  |  |  |  |  |
| **Financial and Non-Financial Resource Plan** |  |  |  |  |  |
| **Impact Potential Beyond Initial Opportunity** |  |  |  |  |  |
| **Delivery** |  |  |  |  |  |
| **Storytelling -** introduction, logical flow, and summary |  |  |  |  |  |
| **Energy, Confidence and Creativity** |  |  |  |  |  |
| **Verbal and Non-Verbal Communication** |  |  |  |  |  |
| **Respected the time limit** *Circle One* | Yes | No |  |  |  |
| **Q&A** |  |  |  |  |  |
| **Provided concise, convincing and informed answers** |  |  |  |  |  |
| **Overall Impression** |  |  |  |  |  |
| **Content** |  |  |  |  |  |
| **Delivery** |  |  |  |  |  |
| **Q&A** |  |  |  |  |  |