**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** |   |   |   |   |   |