

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 <i>Circle One</i>	Yes	No			
Q&A					
Provided concise, convincing and informed answers					
Overall Impression					
Content					
Delivery					
Q&A					