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| **WVIBMC – Spring 2024** ***PITCH RUBRIC*** |
| **TEAM NAME:** | **JUDGES NAME:** |
| **PRESENTATION CONTENT** |
| ***Hook/Intro***The problem, need, or opportunity is clearly explained and the significance is evident. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Problem/Need/Opportunity
* Speaker Introduction

**Comments:** |
| ***Goals for Solution***A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Solution
* Value Proposition

**Comments:** |
| ***Target Market***The intended audience is well defined/identified and the market or user base is quantified. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Target Market(s)
* Demonstrated Demand

**Comments:** |
| ***Competitive Advantage*** Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and qualifications of the team indicate strong potential forsuccess. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Competition Recognition
* Advantage (e.g. niche, process, etc.)

**Comments:** |
| ***Closing***Cost of next step (e.g. building a prototype, storefront) and retail costs and pricing are anticipated and justified; the conclusionhighlights benefits and potential for profit. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Costs
* Pricing
* Conclusion/Final Takeaway

**Comments:** |
| **PRESENTATION DELIVERY** |
| ***Clarity***Speakers are polished and delivery techniques make the presentation understandable and engaging. | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Organization/Length
* Grammar/Pronunciation

**Comments:** |
| ***Impact***The presentation inspires and holds attention; the pitch is persuasive, informative, and makes the audience interested to act or learn more | * Excellent (**4pts**)
* Very Good (**3pts**)
* Acceptable (**2pts**)
* Marginal (**1pt**)
 | **Needs Improvement:*** Enthusiasm
* Creativity
* Compelling story
* Team participation

**Comments:** |
| ***TOTAL SCORE*** |  **/28 Points** |  |