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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 for  success. | * 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 conclusion  highlights 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** | |  |