

Clarion University BizPitch Competition Rubric 2018

Group Name: _____

Judges Name: _____

	Score	1 – 2 (Below expectations)	3 – Meets Minimal Expectations	4 – 5 (Above expectations)
Innovation: <ul style="list-style-type: none"> Is this idea unique or improves upon existing ideas with great potential for impact? 			<input type="checkbox"/> Business/idea is somewhat creative and unique <input type="checkbox"/> Attempts to somewhat fulfill a consumer need not being satisfied	
Clarity: <ul style="list-style-type: none"> Is the information concise, to the point and well organized? 			<input type="checkbox"/> Attempts to organize content, <u>but</u> it is somewhat difficult to locate key information quickly <input type="checkbox"/> Uses font style/size or text formatting to highlight key information, <u>but</u> they are not used consistently throughout presentation <input type="checkbox"/> Font/background are somewhat visually appealing	
Comprehensiveness: <ul style="list-style-type: none"> Did the presenter(s) cover all aspects of the idea? Did they demonstrate a good understanding of the market and knowledge of how operation of the business will work? 			<input type="checkbox"/> Presentation includes major highlights, <u>but</u> does not fully explain idea <input type="checkbox"/> Includes some irrelevant content	
Feasibility: <ul style="list-style-type: none"> Is the proposed venture realistic? Did the presenter(s) demonstrate this thoroughly through numbers and facts? 			<input type="checkbox"/> Demonstrates somewhat of an understanding of project requirements <input type="checkbox"/> Prompts some questions about ability to manage and fund the venture <input type="checkbox"/> Somewhat explains numbers and facts, <u>but</u> leaves questions	

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Professionalism: <ul style="list-style-type: none"> Was the presentation delivered appropriately and were they well prepared? 			<input type="checkbox"/> Appropriate and detailed language was used <input type="checkbox"/> The presentation seemed to be rehearsed, <u>but</u> there were still errors <input type="checkbox"/> The presenter(s) appropriately dressed	
“WOW” Factor: <ul style="list-style-type: none"> Was the presentation memorable and unique? 			<input type="checkbox"/> Overall, the presentation was well organized <input type="checkbox"/> The presentation was solid, but not outstanding	
Answering Questions: <ul style="list-style-type: none"> Was the presenter(s) able to answer the questions sufficiently? 			<input type="checkbox"/> The presenter(s) were able to provide a sufficient answer to the questions asked, <u>but</u> they were still vague	
Total Score:		Comments:		