

Pitch Rubric- Problem/Solution, Customers, Presentation, Next Steps

| | | | |
|--|------------------------------------|------------------------------------|----------------------------------|
| Name of Youth: Name of Product/Service/App: | | | |
| Product/Service/App: <i>What are they selling? How does it work?</i> | Not Mentioned | Mentioned | Clearly Explained |
| Notes: | | | |
| Problem/Solution: <i>What problem is being solved? What demand is being met? What need is being filled?</i> | Not Mentioned | Mentioned | Clearly Explained |
| Notes: | | | |
| Customers: <i>Whom are they selling to? Is the solution desirable? Is this what people want? (evidence of market research)</i> | Not Mentioned | Mentioned | Clearly Explained |
| Notes: | | | |
| Presentation Style: <i>What is the level of engagement? (hook, speaking style, eye contact, body language)</i> | Presentation was not very engaging | Presentation was somewhat engaging | Presentation was highly engaging |
| Notes: | | | |
| Feasibility and Viability: <i>How easily can this be accomplished? Is the solution sustainable? (evidence of market research, original idea or innovation)</i> | Not Mentioned | Mentioned | Clearly Explained |
| Notes: | | | |

Pitch Rubric- Prototype & Business Plan

| |
|--|
| Name of Youth: Name of Product/Service/App: |
|--|

| | | | |
|--|-------------------------------------|-------------------------------------|-----------------------------------|
| Prototype: <i>Does the prototype demonstrate the solution? (Aesthetically, how does the prototype enhance the team's solution?)</i> | No Prototype | Included | Clearly Demonstrated |
| Notes: | | | |
| Prototype: <i>Is there evidence of several iterations of prototyping and testing?</i> | Not Mentioned | Mentioned | Clearly Demonstrated |
| Notes: | | | |
| Business Plan: <i>What is the team's unique value proposition? (What is the team's unique promise to its customers? How are they superior to competitors?)</i> | Not Mentioned | Mentioned | Clearly Explained |
| Notes: | | | |
| Business Plan: <i>Cost Structures- how will the team set up costs? (Customer acquisition, distribution, hosting, employees, etc.)</i> | Business plan was not very detailed | Business plan was somewhat detailed | Business plan was highly detailed |
| Notes: | | | |
| Business Plan: <i>Revenue Streams- how will the team make money? (Revenue model, lifetime value, gross margin, etc.)</i> | Not mentioned | Mentioned | Clearly Explained |
| Notes: | | | |