TEAM NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**THE PITCH: SCORING RUBRIC**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **AREA** | **Evaluation Criteria** | **Possible Points** | **Points** | |
| **Content** | Executive Summary met goals of clarity, conciseness and completeness.  Pitch arranged in a sequence that I could understand and follow. I could understand the terms used or they were explained. ALL of the essential information was there as well as including practical risks. | **15** |  | |
| Comments: | | | | |
| **Intro Delivery**  **Approach** | Captured my attention and interest within the first 15-30 seconds after introductions. | **5** |  | |
| Comments: | | | |
| **Body Delivery** | Kept me interested using appropriate pace and level of information and sequence. | **5** |  | |
| Comments: | | | |
| **Conclusion**  **&**  **Questions** | Was planned and finished on an upbeat as opposed to a down beat. Asked for money or commitment. Call to Action was clear and convincing. Answered questions eagerly with clarity and commitment. | **5** |  | |
| Comments: | | | |
| **PASSION**  **and**  **PRESENCE** | If I was an angel investor/VC or my company’s future depended on this team I would definitely enter into further discussions or consider funding their request based on the passion and presence that the team displayed. | **20** |  | |
| Comments: | | | |
|  | | **TOTAL** | |  |