

Evaluator Rubric (15 Marks)

	Excellent (5-4)	Good (3)	Average (2-1)
Insight & Critical Thinking	Questions are highly insightful, probing the core logic, financial viability, and scalability of the business idea. They skillfully challenge key assumptions and force students to think on their feet.	Questions are relevant and demonstrate good critical thinking. They test the feasibility of the business plan but may not always dig into the deepest assumptions.	Questions are mostly surface-level and factual (e.g., "What is the name of your product?"). They show engagement but don't significantly challenge the students.
Scope & Relevance	Questions are consistently tailored to the specific business being pitched and cover a wide range of relevant areas, such as marketing, competition, production costs, and target market.	Questions are relevant and cover a few key business areas. The evaluator may tend to focus on their preferred area (e.g., only marketing) but still provides value.	Questions are often generic and could be asked for any presentation. They show a lack of specific engagement with the details of the pitch.
Clarity & Professional Conduct	Questions are consistently clear, concise, and easy to understand. The tone is professional, respectful, and constructive, fostering a positive and challenging learning environment.	Questions are generally clear, but may occasionally be long-winded. The tone is professional and respectful towards the students.	Questions are sometimes unclear or poorly phrased, requiring students to ask for clarification. The tone is neutral but may lack encouragement.