

### Pitcher Rubric (50 Marks)

|   | <b>Excellent (5-4)</b>   | <b>Good (3)</b>   | <b>Average (2-1)</b>   |
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| <b>Business Concept &amp; Problem</b>   | The problem is compelling and well-defined. The solution is innovative, unique, and clearly addresses the problem in a valuable way.   | The problem is clear, and the solution is practical and well-thought-out, though it may not be highly innovative.                           | The problem is somewhat vague or minor. The solution is functional but lacks a strong unique selling point                             |
| <b>Business Acumen &amp; Financials</b> | The "ask" (investment amount) is specific and strongly justified by a clear use of funds. The "offer" (equity/return) is reasonable. Shows excellent grasp of costs and pricing. | The "ask" and "offer" are clear, but the justification could be stronger. Shows a good understanding of the basic financial components.     | The "ask" or "offer" is vague or unrealistic. Shows a limited understanding of costs and revenue.                                      |
| <b>Handling of Q&amp;A</b>              | Listens actively to questions. Provides thoughtful, direct, and respectful answers, even when challenged. Stays calm, composed, and professional under pressure                  | Answers questions accurately and respectfully. May hesitate on difficult questions but remains composed and does not get defensive.         | Struggles to answer some questions or becomes slightly flustered/defensive. Answers are vague or repeat pitch content.                 |
| <b>Eye Contact</b>                      | Maintains strong, consistent eye contact, effectively scanning and engaging with every "Shark." The connection feels natural and builds trust.                                   | Makes good eye contact with the "Sharks" but may focus more on one person or occasionally look at notes. The connection is generally solid. | Eye contact is infrequent or fleeting. The presenter mostly looks at their notes, the floor, the screen, or a fixed point in the room. |
| <b>Posture &amp; Presence</b>           | Stands tall with a confident, open, and  | Posture is generally good and upright but   | Posture is noticeably closed or slouched.  |

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|                                  | balanced posture (shoulders back, weight evenly distributed). Projects professionalism and commands attention.  | may occasionally become slouched or closed off (e.g., leaning on one leg). Appears largely confident.   | The presenter may shift their weight frequently or lean on the table, which slightly reduces their professional presence.                             |
| <b>Gestures &amp; Mannerisms</b> | Uses natural, purposeful hand gestures that emphasize key points and add energy to the pitch. Appears calm and in control, with no distracting habits.                  | Uses appropriate hand gestures, but they may be slightly limited or repetitive. Shows only minor nervous habits (e.g., slight hand-wringing) that don't detract much.       | Gestures are minimal (hands in pockets) or are distracting (fidgeting with a pen, hair, or clothes). Nervous mannerisms are noticeable.               |
| <b>Clarity &amp; Volume</b>      | Voice is projected confidently and is easily heard by everyone. Every word is enunciated clearly and distinctly. There is no mumbling.                                  | Voice is audible and generally clear. There may be a few instances of mumbling or dropping volume at the end of sentences, but it doesn't hinder overall understanding.     | Presenter speaks too softly or mumbles at times, forcing the audience to strain to hear. Clarity is inconsistent throughout the pitch.                |
| <b>Pace &amp; Pausing</b>        | Pace is deliberate and varied. The presenter speaks at a natural, conversational speed, slowing down to emphasize key points and using pauses strategically for impact. | Pace is generally steady and easy to follow. May speak slightly too fast when nervous but corrects it. Pauses feel natural but may not always be used for strategic effect. | Pace is mostly monotonous. The presenter tends to speak too quickly without breaks (rushed) or too slowly (dragging), making it hard to stay engaged. |
| <b>Tone &amp; Inflection</b>     | Tone is dynamic and engaging, conveying genuine passion, excitement, and conviction. Vocal inflection is used effectively to  | Tone is positive and shows clear interest in the topic. There is some variation in pitch and tone, which keeps the audience engaged.  | Tone is largely monotonous and flat. The presenter sounds rehearsed or dispassionate, making the content less impactful.                              |

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|                                      | highlight important data and tell a compelling story  |  |   |
| <b>Adherence to Pitch Time Limit</b> | Finishes perfectly within the time limit (e.g., within 5-10 seconds of the allotted time). The conclusion feels natural and well-timed, not abrupt or rushed. | Finishes slightly over or under the time limit but still manages to deliver all critical information effectively. The pacing feels controlled. | Goes noticeably over the time limit, forcing them to rush the ending, or finishes awkwardly early, suggesting that key information may have been omitted. |