

Pitcher Rubric (50 Marks)

	Excellent (5-4)	Good (3)	Average (2-1)
Business Concept & Problem	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
Business Acumen & Financials	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.
Handling of Q&A	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.
Eye Contact	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.
Posture & Presence	Stands tall with a confident, open, and	Posture is generally good and upright but	Posture is noticeably closed or slouched.

	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.
Gestures & Mannerisms	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.
Clarity & Volume	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.
Pace & Pausing	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.
Tone & Inflection	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.

	highlight important data and tell a compelling story		
Adherence to Pitch Time Limit	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.