



Student Pitch Competition

May 13, 2022

Scoring Rubric – DRAFT 1/29/22

1. Scoring Categories
 - a. Process (45 points)
 - b. Product/Service (25 points)
 - c. Communications (30 points)
2. Evaluation Assets
 - a. Logbook
 - b. Presentation Slide Deck
 - c. Presentation/Pitch
 - d. Prototype, Minimal Viable Product
3. Evaluation Methodologies

Asset	Process	Product/Service	Communication
Logbook	X	X	X
Presentation Slide Deck	X (see below)	X	X
Presentation/Pitch	X (see below)	X	X
Prototype, Minimal Viable Product		X	

4. Evaluation Scoring (Category, Dimension, Points)
 - a. Process (45)
 - i. Identifying and Understanding 10
 - ii. Ideating 5
 - iii. Designing and Building Cycle/Iteration 15
 - iv. Testing and Refining 15
 - b. Product/Service (30) (see 10-slides at [Only10 Slides \(canva.com\)](https://www.canva.com))
 - i. Problem/Opportunity 5
 - ii. Value Proposition 5
 - iii. Market Potential/Underlying Magic 5
 - iv. Originality/Competitive Analysis 5
 - v. Success criteria, KPI, Metrics 5
 - vi. Prototype or Model 5
 - c. Communication (30)
 - i. Logbook (Process, Product, Communication) 10
 - ii. Presentation Slide Deck 5
 - iii. Presentation/Pitch 15

TOTAL 100

5. Evaluation Process

Asset	Submission/Evaluation	Process	Product/Service	Communication
Logbook	Logbook is submitted to evaluation team one week prior to event (May 6). Any tool or format may be used but the evaluator must be able to navigate and view dated entries that include text, data, graphics, and images.	x	X	X
Presentation Slide Deck	Draft slide deck is submitted on evaluation team one week prior to the event (May 6). Includes slides and presentation notes. Slides should have minimal text with presentation detail provided in slide notes. Can be submitted as PDF. Final slide deck must be in Microsoft PowerPoint format per specification provided and can be a modified version of the draft submitted.	X	X	X
Presentation/Pitch	Pitch presentation to judging panel and audience on May 13. Product/Service primary component with communication outcomes secondary	X	X	X
Prototype, Minimal Viable Product	Evaluated by judges at multiple points including logbook, final document, and pitch presentation		X	