

JUDGING RUBRIC

Company Name: _____

Total Score: _____

Criteria	Points Earned	Points Possible	Notes
Market Opportunity <ul style="list-style-type: none"> What is the need? How does this product/service fulfill this need? Who is the target market? 		25	
Competitive Advantage <ul style="list-style-type: none"> How does your product/service differentiate from the competition? What level of creativity and innovation was utilized? 		25	
Feasibility <ul style="list-style-type: none"> Demonstrate that the idea was given careful thought in terms of execution. Would it be attractive to investors? (Think: Shark Tank) 		25	
The Basics <ul style="list-style-type: none"> Teamwork* Organization/Preparedness Professionalism 		20	
Timing <ul style="list-style-type: none"> Stayed within 6 Minutes 		5	
<i>Total</i>		100	

*Disregard for teams of 1.