Clarion University BizPitch Competition Rubric Final Event 2021

Group Name: _____   Judges Name:_____

	Score	1 – 3 (Below expectations)	4-7 – Meets Minimal Expectations	8 – 10 (Above expectations)
Innovation: • Is this idea unique or improves upon existing ideas with great potential for impact?			❑ Business/idea is somewhat creative and unique ❑ Attempts to somewhat fulfill a consumer need not being satisfied	
Clarity: • Is the information concise, to the point and well organized?			❑ Attempts to organize content, <u>but</u> it is somewhat difficult to locate key information quickly ❑ Uses font style/size or text formatting to highlight key information, <u>but</u> they are not used consistently throughout presentation ❑ Font/background are somewhat visually appealing	
Comprehensiveness: • Did the presenter(s) cover all aspects of the idea? Did they demonstrate a good understanding of the market and knowledge of how operation of the business will work?			❑ Presentation includes major highlights, <u>but</u> does not fully explain idea ❑ Includes some irrelevant content	
Feasibility: • Is the proposed venture realistic? Did the presenter(s) demonstrate this thoroughly through numbers and facts?			❑ Demonstrates somewhat of an understanding of project requirements ❑ Prompts some questions about ability to manage and fund the venture ❑ Somewhat explains numbers and facts, <u>but</u> leaves questions	

Professionalism: • Was the presentation delivered appropriately and were they well prepared?			❑ Appropriate and detailed language was used ❑ The presentation seemed to be rehearsed, <u>but</u> there were still errors ❑ The presenter(s) appropriately dressed	
"WOW" Factor: • Was the presentation memorable and unique?			❑ Overall, the presentation was well organized ❑ The presentation was solid, but not outstanding	
Answering Questions: • Was the presenter(s) able to answer the questions sufficiently?			❑ The presenter(s) were able to provide a sufficient answer to the questions asked, <u>but</u> they were still vague	
Total Score:		**Comments:**		