



Stu Clark NEW VENTURE CHAMPIONSHIPS

VIDEO PITCH EVALUATION RUBRIC

	Poor			Average				Excellent			Total
1. Clarity of the Problem	1	2	3	4	5	6	7	8	9	10	
2. Clarity of the Solution	1	2	3	4	5	6	7	8	9	10	
3. Market Validation	1	2	3	4	5	6	7	8	9	10	
4. Delivery	1	2	3	4	5	6	7	8	9	10	
5. Do I want to know more?	1	2	3	4	5	6	7	8	9	10	
6. Creativity		1	2	3	4	5					
7. Passion		1	2	3	4	5					
8. Mention of Financials		1	2	3	4	5					
9. Scalability		1	2	3	4	5					
TOTAL (OUT OF 70)											

1. Clarity of the Problem Problem has been clearly stated?	2. Clarity of the Solution Has the solution been clearly stated?	3. Market Validation Will people want to this? How many people would want this?
4. Delivery Was the pitch professional, easy to follow and engaging?	5. Do I want to know more? After this pitch do I want to know more about the product or service?	6. Creativity Did students take advantage of the virtual format to get creative with their pitch?
7. Passion True passion for the business idea was evident.	8. Mention of Financials Were any financials mentioned?	9. Scalability Do they touch on other ways of building their business? Geographic? Product / service expansion?