

Pitch Presentation – Judging Rubric

Team Name: _____

Category	Description	Score (1-5)
Creativity & Innovation	Is the idea original, imaginative, or a fresh take on a common product/service? Does the idea solve a problem or meet a real need for customers?	
Clarity of Business Plan	Did the team clearly explain their idea and how it will work?	
Target Market	Did the team clearly explain their target market? Is it clear why the target market would choose this product/ service over the competition?	
Marketing Message	Is the logo/slogan/poster/ad catchy, memorable, and effective?	
Presentation Skills	Did the team speak clearly, stay within 2-3 minutes, and engage the audience?	
Total Score		/25

Comments:
