

Competition Judging Rubric

Team Name: _____

School Name: _____ Teacher Name: _____

	Category	Description	Score (1-5)
PITCH PLANNER	Creativity and Innovation	Is the idea original, imaginative, or a fresh take on a common product/service?	
	Feasibility	Does the idea solve a problem or meet a real need for customers? Could the idea be made a reality?	
	Clarity	Did the team clearly explain their idea and how it will work? Did the team clearly explain their target market?	
SOCIAL POST	Target Market	Is it clear why the target market would choose this product/ service over the competition?	
	Marketing Message	Is the logo/slogan/overall post catchy, memorable, and effective?	
	Total Score		/25

Comments:
