

**College of Education**  
**2020 college wide pitch competition rubric**

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 Date: \_\_\_\_\_

Pitcher: \_\_\_\_\_

Name of the Education Idea: \_\_\_\_\_

**Pitch Criteria**

| <b>Category to be judged</b>                                                                                                                                                       | <b>Score<br/>(1-10)(10 to<br/>be the<br/>highest)</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| 1. Content of the plan. Thoroughness and quality of research; Analysis and articulation of the problem statement                                                                   |                                                       |
| 2. Clarity of the problem and an understanding of who the potential customer is                                                                                                    |                                                       |
| 3. Feasibility of the solution and probability of a successful launch (is the idea novel?)                                                                                         |                                                       |
| 4. Why You? Does the individual or team have the ability, skills, and passion to implement this business, nonprofit or produce the product or service                              |                                                       |
| 5. Who cares? Community impact and/or job creation potential. Is there a market locally, nationally, or internationally for this product or service?                               |                                                       |
| 6. So what? Any potential interest from investors? Corporate partners?                                                                                                             |                                                       |
| 7. Presentation and Q&A. Clear, concise and effective overview of the venture, product or service. Ability to succinctly respond to judges' inquiries and give substantive answers |                                                       |
| <u>Brief comments:</u>                                                                                                                                                             |                                                       |
| Total Score                                                                                                                                                                        |                                                       |