

Opportunity Pitch Challenge

Judge Rubric



Business Name:	Judge Name:

DIRECTIONS: Using the Rubric Measures as guide posts for your evaluation, circle the score that best reflects your opinion of the competitor's skill level in each section's Overall Rating. Note that there is a choice of scores within one 'level' of rating.

Slide 2: Problem/Opportunity							
Rubric Measures						Notes	
<input type="checkbox"/>	Shows empathy towards problems held by others						
<input type="checkbox"/>	Is aware of trends/new discoveries around the problem						
<input type="checkbox"/>	Uses data to support that this a problem held by the target customer						
<input type="checkbox"/>	Questions established solutions to the problem in the market						
Overall Rating							
Below Expectations		Meets Expectations			Exceeds Expectations		
0	1	2	3	4	5		6

Slide 3: Value Proposition							
Rubric Measures						Notes	
<input type="checkbox"/>	Presents a clear alignment of how the business will solve the stated problem						
<input type="checkbox"/>	Focuses on providing innovative solution to the problem						
<input type="checkbox"/>	Value proposition (or mission statement) is aligned to the solution offered by the business						
<input type="checkbox"/>	Considers multiple perspectives in development of the solution						
Overall Rating							
Below Expectations		Meets Expectations			Exceeds Expectations		
0	1	2	3	4	5		6

Slide 4: Underlying Magic							
Rubric Measures						Notes	
<input type="checkbox"/>	Clearly explains how the product or service will function to solve the stated problem						
<input type="checkbox"/>	Connects unique knowledge to the development of the design						
<input type="checkbox"/>	Questions conventional wisdom and takes intellectual risks in design						
<input type="checkbox"/>	Uses evidence (data & testing) to support solution to problem						
Overall Rating							
Below Expectations		Meets Expectations			Exceeds Expectations		
0	1	2	3	4	5		6

Slide 5: Target Market						
Rubric Measures						Notes
<input type="checkbox"/>	Presents a complete and objective analysis of the data collected					
<input type="checkbox"/>	Shows that they were open to other options based on customer feedback					
<input type="checkbox"/>	Explores multiple perspectives as both the entrepreneur and customer					
<input type="checkbox"/>	Exhibits the ability to work well with this target market					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Slide 6: Marketing Plan						
Rubric Measures						Notes
<input type="checkbox"/>	Sets their own marketing goals and provides key metrics to monitor their progress					
<input type="checkbox"/>	Marketing plans and channels are aligned to type of business and target market					
<input type="checkbox"/>	Evaluates costs and benefits when making decisions about marketing channels					
<input type="checkbox"/>	Demonstrates tolerance with delayed gratification through building long-term customer relationships					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Slide 7: Competitive Analysis						
Rubric Measures						Notes
<input type="checkbox"/>	Presents a thorough analysis of their main direct/indirect competition					
<input type="checkbox"/>	Competitive advantage aligns to the value proposition, target market and business model					
<input type="checkbox"/>	Demonstrates the ability to revise their perspective after receipt of new information					
<input type="checkbox"/>	Anticipates challenges that may arise from new competition in the future					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Slide 8: Qualifications						
Rubric Measures						Notes
<input type="checkbox"/>	Expresses personal, career or education experiences that connect to business					
<input type="checkbox"/>	Clearly demonstrates that they made their own decisions around the business					
<input type="checkbox"/>	Demonstrated the ability to evolve over the year towards proposed business solution					
<input type="checkbox"/>	Plans to move forward while relying on themselves as a motivator					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Slide 9: Cost Structure						
Rubric Measures						Notes
<input type="checkbox"/>	Thinks through a process for delivering a product or service to a customer					
<input type="checkbox"/>	Adapted, by iterating or pivoting, the sale price to be both profitable and competitive					
<input type="checkbox"/>	Business model is created strategically to anticipate and plan to overcome obstacles					
<input type="checkbox"/>	Plan for break-even units is feasible so that the business can achieve goals					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Slide 10: Current Status & Future Plans						
Rubric Measures						Notes
<input type="checkbox"/>	Defines short-term and long-term goals that align to value proposition					
<input type="checkbox"/>	Used current status(es) as benchmark to set goals					
<input type="checkbox"/>	Social responsibility and philanthropy plans are appropriate to the scope of the business					
<input type="checkbox"/>	Includes information on related career and/or educational aspirations					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Overall Presentation Skills						
Rubric Measures						Notes
<input type="checkbox"/>	Demonstrates mastery and command of material presented					
<input type="checkbox"/>	Expresses themselves clearly and persuasively through verbal and body language					
<input type="checkbox"/>	Slide deck is well-constructed and acts as an effective visual aid for presentation					
<input type="checkbox"/>	Provides concise, well-considered answers to all questions					
Overall Rating						
Below Expectations		Meets Expectations			Exceeds Expectations	
0	1	2	3	4	5	6

Preliminary Score (60 Maximum Points)										
Slide 2	Slide 3	Slide 4	Slide 5	Slide 6	Slide 7	Slide 8	Slide 9	Slide 10	Pres Skills	Total
+	+	+	+	+	+	+	+	+	+	=

Final Score (60 Maximum Points)										
Slide 2	Slide 3	Slide 4	Slide 5	Slide 6	Slide 7	Slide 8	Slide 9	Slide 10	Pres Skills	Total
+	+	+	+	+	+	+	+	+	+	=

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Judge Feedback Form



Business Name:	Judge Name:

DIRECTIONS: *Your feedback matters! Please use the form below to write down any notes we may share with the student(s) after the presentation. These feedback forms will be given to the students so please be as specific as possible. Thank you!*

Job Well Done

Some Suggestions