

Elevator Pitch Evaluation Rubric

Score	5	4	3	2	1
Time	1:45-2:15	1:35-1:45, 2:15-2:25	1:20-1:35, 2:25-2:40	1:00-11:20, 2:40-3:00	< 1:00, > 3:00
Overall Presentation <i>(Do not evaluate visual aids for this competition)</i>	Polished, poised, and captivating. Used high quality visual aids.	Well-rehearsed, and interesting with few to no mistakes. Used quality visual aids,	Slight nervousness or uncertainty, presentation somewhat confusing, fair visual aids	Moderate nervousness or uncertainty, significant logic gaps in presentation. Used low quality visual aids.	Pronounced nervousness and uncertainty with serious logic gaps in presentation. Used very low quality visual aids.
Pain/problem	Problem identified is serious and not being addressed. Very large market.	Problem identified is serious and could be addressed much better. Reasonably large market.	Problem identified is significant and current solutions are adequate. Shared by moderately sized target market.	Problem being addressed is minor and current solutions are very adequate, Shared by a small target.	There is no problem here. Shared by a very small target.
Premise/product/plan	Solution to problem is amazing, game changing, or game creating.	Solution is significantly better than existing alternatives.	Solution is interesting, and has some adequate benefits over existing alternatives.	Solution is not very novel and only marginally different from existing alternatives.	Solution has not novel and has no competitive advantage in the market place
People/Team	These are the only people to do this!	This team has advantages that would be difficult to duplicate	This is a great team for this idea, but some others could do as well, or this team lacks one or more critical pieces	This team has multiple issues such as gaps in experience and expertise	This team will be unable to realize this idea
Proof/Credibility	Believable market testing, patent, or working prototype	Quality market research, mock up prototype if appropriate to concept	Convenience type market research; unsubstantiated testimonials	Team member's opinions; research you doubt or don't believe	No proof whatsoever that this idea will work
Purpose/Profit Potential	Huge profit potential; tempted to invest own money	Idea seems like it could be a big winner in the marketplace	This idea could be successful and lead to a growing company or highly successful lifestyle business	This idea could provide partial income for the team members	This idea could not provide an income for the team members, or will not provide a profit at all

