

Pitch Rubric

AYA Innovation Hub powered by ASU Edson E+I

Judge: _____ Team Name: _____

	Exceeds Expectations 100%	Meets Expectations 80%	Approaches Expectations 60%	Does Not Meet Expectations 0%
The Hook: Evaluates the pitch's ability to immediately engage the audience with a compelling introduction that clearly communicates the relevance and uniqueness of the idea. 5 pts	<ul style="list-style-type: none"> Engages the audience immediately with a compelling and creative hook. Clearly communicates the relevance and uniqueness of the idea. Leaves a memorable impression that sets the tone for the pitch. 	<ul style="list-style-type: none"> Engages the audience with a clear and relevant hook. Communicates the main idea effectively but with less creativity. Establishes a solid foundation for the pitch but lacks a memorable impact. 	<ul style="list-style-type: none"> Provides a hook, but it's somewhat unclear or lacks relevance. Communicates the idea but does not fully capture the audience's attention. The hook is present but does not effectively set up the pitch. 	<ul style="list-style-type: none"> No clear hook is provided, leaving the audience disengaged. Fails to introduce the main idea effectively. The opening does not set the stage for the rest of the pitch.
Problem Statement: Assesses how clearly and effectively the pitch identifies and articulates the problem that the idea or solution aims to address. 10 pts	<ul style="list-style-type: none"> The problem is clearly defined, with well-researched evidence that highlights its significance and urgency. The statement convincingly connects the problem to the target audience's needs, demonstrating deep understanding. 	<ul style="list-style-type: none"> The problem is identified and described with sufficient clarity. The connection to the target audience is established, though with less detail or emphasis. 	<ul style="list-style-type: none"> The problem is vaguely defined, lacking sufficient detail or supporting evidence. The connection to the target audience is unclear or weakly presented. 	<ul style="list-style-type: none"> The problem is either not identified or poorly described. There is no clear connection between the problem and the target audience.
The Solution: Evaluates how well the pitch presents a solution to the identified problem, including the feasibility and innovativeness of the proposed approach. 10 pts	<ul style="list-style-type: none"> The solution is innovative, well-defined, and directly addresses the identified problem with a clear implementation plan. The feasibility of the solution is thoroughly demonstrated, considering current technology and resources. 	<ul style="list-style-type: none"> The solution is clearly described and effectively addresses the problem. The solution is feasible, though it may rely on emerging technology or resources that are not fully developed yet. 	<ul style="list-style-type: none"> The solution is somewhat vague or lacks a detailed plan for implementation. Feasibility is questionable, with significant reliance on unproven or unavailable technology. 	<ul style="list-style-type: none"> The solution is poorly defined or does not effectively address the problem. There is little to no consideration of feasibility, or the solution is clearly impractical.
Unique Value Proposition Evaluates how well the pitch communicates the distinct value of the solution and what makes it stand out. 10 pts	<ul style="list-style-type: none"> The unique value proposition is clearly articulated, showcasing how the solution meets a specific need or solves a problem in a novel way. 	<ul style="list-style-type: none"> The value proposition is clearly stated, identifying how the solution addresses the problem in a meaningful way. 	<ul style="list-style-type: none"> The value proposition is vaguely defined, with limited clarity on how the solution adds unique value. 	<ul style="list-style-type: none"> The value proposition is either absent or poorly articulated, failing to demonstrate any unique value.
BMC: Evaluates how effectively the pitch incorporates key elements of the Business Model Canvas, ensuring that the BMC is well-integrated into the presentation and not merely displayed as a slide. 15 pts	<ul style="list-style-type: none"> The pitch integrates key elements of the BMC seamlessly, demonstrating a deep understanding of each component and its relevance to the business model. The BMC is presented creatively and engagingly, avoiding a simple screenshot or reading from the canvas, and a well-prepared copy is provided to the judges. 	<ul style="list-style-type: none"> The pitch includes important elements of the BMC and effectively explains how they relate to the business model. The BMC is presented with some engagement, though there may be minor reliance on a visual display, and a copy is provided to the judges. 	<ul style="list-style-type: none"> The pitch references the BMC but does so in a basic or superficial manner, possibly relying too much on simply displaying or reading from the canvas. The BMC is provided to the judges, but the integration in the pitch is weak. 	<ul style="list-style-type: none"> The BMC is either not included in the pitch or is presented only as a screenshot with little to no explanation. No copy of the BMC is provided to the judges.
Budget: Evaluates the clarity, thoughtfulness, and appropriateness of the budget presented in the pitch, whether it's for a startup or growth phase, ensuring that it includes the major costs relevant to the business, product, or service. 15 pts	<ul style="list-style-type: none"> The budget is well thought out, clearly outlining all major costs associated with the business, product, or service. The budget is tailored to the team's current phase (startup or growth) and is realistic and comprehensive, with a copy provided to the judges. 	<ul style="list-style-type: none"> The budget covers the essential costs and is appropriately aligned with the business, product, or service needs. The budget is generally well-prepared, though some details may be less comprehensive, and a copy is provided to the judges. 	<ul style="list-style-type: none"> The budget is incomplete or lacks detail, only covering some of the major costs relevant to the business, product, or service. The budget is somewhat unclear or unrealistic, and a copy is provided to the judges. 	<ul style="list-style-type: none"> The budget is either missing or severely lacking in detail, failing to cover the major costs. No copy of the budget is provided to the judges.

Pitch Rubric

AYA Innovation Hub powered by ASU Edson E+I

	Exceeds Expectations 100%	Meets Expectations 80%	Approaches Expectations 60%	Does Not Meet Expectations 0%
Customer Acquisition: Evaluates the thoughtfulness and clarity of the strategy for acquiring customers and bringing the product or service to market. 10 pts	<ul style="list-style-type: none"> The strategy is well thought out and clearly articulated, demonstrating a solid understanding of how to reach and acquire customers. The plan is realistic and feasible, considering the target market and channels, and reflects a strong effort 	<ul style="list-style-type: none"> The strategy covers the basic elements of customer acquisition and go-to-market planning. The plan is reasonable and aligns with the business goals, though it may lack some detail or depth, 	<ul style="list-style-type: none"> The strategy is basic and lacks detail, only addressing some elements of customer acquisition or go-to-market planning. The plan is somewhat vague or unrealistic, with limited understanding of how to effectively reach customers. 	<ul style="list-style-type: none"> The strategy is either missing or severely underdeveloped, with little to no consideration of customer acquisition or go-to-market planning. There is no clear plan for how to bring the product or service to market.
Competitive advantage: Assesses how well the pitch identifies and articulates the solution's competitive advantage, emphasizing what makes it superior to existing alternatives. 10 pts	<ul style="list-style-type: none"> The competitive advantage is clearly defined, demonstrating a strong and sustainable edge over existing alternatives. The pitch convincingly explains why the solution is superior and difficult for competitors to replicate. 	<ul style="list-style-type: none"> The competitive advantage is identified and explained, showing how the solution stands out from existing options. The advantage is reasonable, though it may not be as strongly emphasized or may have some vulnerabilities. 	<ul style="list-style-type: none"> The competitive advantage is vaguely defined, with limited explanation of how the solution outperforms existing alternatives. The advantage is weak or easily replicable by competitors. 	<ul style="list-style-type: none"> The competitive advantage is either absent or poorly articulated. The solution does not appear to have any significant advantage over existing alternatives.
Growth Strategy Evaluates the clarity and feasibility of the plan for scaling the business, product, or service over time, including strategies for expanding reach and increasing market share. 10 pts	<ul style="list-style-type: none"> The growth strategy is clearly defined, with a well-thought-out plan for scaling the business that is both realistic and achievable. The strategy outlines specific steps for expanding reach, increasing market share, and managing growth sustainably. 	<ul style="list-style-type: none"> The growth strategy is clearly articulated and includes reasonable plans for scaling the business. The strategy is feasible but may lack some detail or long-term vision, appropriate for high school-level work. 	<ul style="list-style-type: none"> The growth strategy is basic or incomplete, with limited detail on how the business will scale. The strategy may be unrealistic or lack consideration of potential challenges in growth. 	<ul style="list-style-type: none"> The growth strategy is either absent or poorly developed, with little to no plan for scaling the business. The pitch fails to address how the business will grow beyond its initial phase.
Community Engagement: Evaluates how well the pitch demonstrates the business's commitment to enhancing and supporting the community, including strategies for embedding the business within the community and leveraging local resources for growth 10 pts	<ul style="list-style-type: none"> The strategy for community engagement is deeply integrated, showing clear plans for how the business will positively impact and support the local community. The pitch demonstrates a strong understanding of how to embed the business within the community and leverage local resources to advance both the business's and the community's growth. 	<ul style="list-style-type: none"> The strategy for community engagement is well articulated and includes plans for contributing to the community. The business shows some understanding of how to connect with the community and use local resources, though the approach may lack depth or long-term planning. 	<ul style="list-style-type: none"> The community engagement strategy is basic, with limited plans for how the business will support or enhance the community. The pitch shows a superficial connection to the community, with few details on how the business will embed itself or contribute to local growth. 	<ul style="list-style-type: none"> The strategy for community engagement is either absent or poorly developed, with no clear plan for how the business will interact with or support the community. There is no evidence of a plan to embed the business within the community or leverage local resources for growth.
The Team Evaluates the clarity and thoughtfulness of the team's composition or the identification of key roles needed for the business, even if the team is not yet fully formed. 10 pts	<ul style="list-style-type: none"> The slide clearly outlines the current team members and their roles or identifies key roles needed, explaining why each role is crucial to the success of the business. The importance of each role is well articulated, demonstrating a strong understanding of the skills and expertise required. 	<ul style="list-style-type: none"> The slide identifies the current team members or key roles needed, with a basic explanation of why each role is important. The explanation is clear but may lack depth or detailed reasoning for the roles chosen. 	<ul style="list-style-type: none"> The slide provides limited information about the team or key roles, with vague or incomplete explanations of their importance. The roles mentioned may not clearly align with the needs of the business. 	<ul style="list-style-type: none"> The slide either does not include any information about the team or key roles, or it is poorly developed with no explanation of the roles' importance. There is little to no understanding of the necessary roles for the business's success.

Pitch Rubric

AYA Innovation Hub powered by ASU Edson E+I

	Exceeds Expectations 100%	Meets Expectations 80%	Approaches Expectations 60%	Does Not Meet Expectations 0%
The Ask: Evaluates how clearly and effectively the pitch communicates a specific “ask” from the audience, such as funding, support, or resources, making the audience feel invested in the idea. 10 pts	<ul style="list-style-type: none"> The ask is clearly articulated, specific, and compelling, making it easy for the audience to understand what is needed and why. The pitch effectively connects the ask to the audience's potential to contribute, creating a sense of investment in the idea's success. 	<ul style="list-style-type: none"> The ask is clearly stated and reasonable, providing a clear understanding of what is needed. The pitch connects the ask to the audience, though the engagement or sense of investment may not be as strong. 	<ul style="list-style-type: none"> The ask is vague or lacks specificity, making it unclear what is needed or why. The pitch provides some connection to the audience, but the sense of investment or engagement is weak. 	<ul style="list-style-type: none"> The ask is either absent or poorly articulated, leaving the audience unsure of what is needed. There is no clear connection to the audience, resulting in little to no engagement or investment in the idea.
Pitch Deck Appearance: Evaluates the overall visual design and effectiveness of the slide deck in supporting and enhancing the pitch. 10 pts	<ul style="list-style-type: none"> The slide deck is visually clean, uses minimal text, and effectively supports the pitch without distracting the audience. 	<ul style="list-style-type: none"> The slide deck is generally well-designed, with a clear layout and appropriate use of text, contributing to the pitch with minor distractions. 	<ul style="list-style-type: none"> The slide deck is somewhat cluttered, with excessive text or design elements that may distract from the pitch. 	<ul style="list-style-type: none"> The slide deck is poorly designed, cluttered, or distracting, hindering the effectiveness of the pitch.
Pitch Deck Utilization: Evaluates how effectively the slide deck is used to support the pitch, without being overly relied upon or read from directly. 5 pts	<ul style="list-style-type: none"> The slide deck is used effectively to complement the pitch, enhancing the presentation without being read from directly or used as a crutch. 	<ul style="list-style-type: none"> The slide deck supports the pitch well, with minimal reliance on reading from it, though there may be occasional dependence. 	<ul style="list-style-type: none"> The slide deck is relied on too heavily, with frequent reading from the slides, which detracts from the pitch. 	<ul style="list-style-type: none"> The slide deck is used poorly, with the presenter relying on it as a crutch or reading directly from the slides throughout the pitch.
Prototype: Evaluates whether participants present a prototype of their solution, assessing the quality, functionality, and relevance of the prototype in demonstrating the viability of their idea. 20 pts	<ul style="list-style-type: none"> The prototype is well-developed, functional, and effectively demonstrates the solution's viability and potential impact. 	<ul style="list-style-type: none"> The prototype is presented and clearly related to the solution, with a functional or visual representation that adequately demonstrates the idea. 	<ul style="list-style-type: none"> The prototype is basic or incomplete, providing limited insight into the solution's viability or functionality. 	<ul style="list-style-type: none"> No prototype is presented, or the prototype is poorly developed and does not effectively demonstrate the solution.
Quality of Presentation Evaluates the overall delivery of the presentation, including pacing, message effectiveness, clarity, and the presence of distracting movements, pauses, or filler words. 5 pts	<ul style="list-style-type: none"> The presentation is well-paced, clear, and engaging, with a strong delivery free of distracting movements or filler words. 	<ul style="list-style-type: none"> The presentation is clear and generally well-paced, with minimal distractions from movements or filler words. 	<ul style="list-style-type: none"> The presentation has some pacing issues, with noticeable distracting movements, pauses, or filler words that detract from the message. 	<ul style="list-style-type: none"> The presentation is poorly delivered, with frequent distractions, unclear messaging, or significant reliance on filler words..
Column Total				
Rubric Total (Max 175)		+ Bonus Points*	Final Score	

*Judges may award up to 10 bonus points for originality of the solution

Pitch Rubric

AYA Innovation Hub powered by ASU Edson E+I

Feedback: