

SALES PITCH EVALUATION RUBRIC

	10-9	8-7	6-5	4
Preparedness	Student is extremely well prepared and is able to speak naturally to the audience.	Student is pretty well prepared but could have rehearsed a few more times.	Student is not very well prepared to pitch the idea.	Student is not prepared at all.
Posture and Eye Contact	Has excellent posture and seems very confident. Has no trouble establishing eye contact with the audience.	Has good posture, maintains eye contact with the audience well.	Sometimes has good posture, establishes some eye contact.	Slouches, does not maintain eye contact.
Sound	Speaks clearly and audibly, has excellent pronunciation and a natural accent.	Speaks clearly and quite audibly, may mispronounce some words. Good accent.	Speaks clearly and audibly most of the time, some mispronounced words.	Mumbles or is hard to hear, mispronunciation makes it hard to understand the pitch.
Presentation	Presentation supports the pitch flawlessly, slides show considerable effort.	Presentation shows some effort, supports the pitch pretty well.	Presentation is a bit confusing, too much text, irrelevant images.	Presentation is visually unattractive and does not really support the pitch.
Contents	Pitch states the business idea, earning logic, sustainability aspect as well as market position extremely clearly.	Pitch states the business idea, earning logic, sustainability aspect as well as market position pretty clearly.	Pitch states the business idea, earning logic, sustainability aspect as well as market position to some extent. Pitch may lack some details.	Pitch is confusing and does not cover the basics.
Structure	Perfect structure: Intro, main pitch, conclusion, proper closing.	Pretty good structure: Intro, main pitch, conclusion, proper closing.	Structure could use some rethinking.	Structure is not well thought out at all.
Enthusiasm	Body language indicates that the student is very excited about the pitch.	Body language indicates that the student is quite excited about the pitch.	Body language indicates that the student is mildly excited about the pitch.	Body language sends off a rather negative and defensive message.
Vocabulary and Grammar	Student uses advanced vocabulary when pitching, doesn't need to read from notes.	Student uses appropriate vocabulary when pitching, doesn't need to read from notes.	Student uses somewhat appropriate vocabulary when pitching, doesn't need to read from notes.	Student uses several words he/she doesn't seem to understand. Refers to notes repeatedly, or reads directly.
Comprehension	Student understands the scope of possibilities (and limitations) of his/her business idea and is able to communicate them very clearly.	Student understands the scope of possibilities (and limitations) of his/her business idea pretty well and is able to communicate them clearly.	Student is a bit of a dreamer when it comes to the business idea.	Student has little sense of reality when it comes to the business idea.
Time Limit	Student uses the given time (1-3 minutes) perfectly.	Student uses the given time (1-3 minutes) pretty well.	Student has trouble filling even half of the given time or exceeds the time limit.	Student doesn't even use one minute or really exceeds the time limit with senseless babbling.

Comments:

Total ___/100 points