

Judging Rubric | Elevator Pitch

Please use this rubric to help guide the scoring of student work against the assessment criteria. Simply circle or highlight the statement that best suits the quality of work presented by students to score.

Team Number:

Assessment Criteria	0	1	2	3	4	5	Score
1. Strategy & Organisation [30%]	No evidence of strategy or organisation.	Hard to follow and understand presentation with minimal justification.	Intermittent and rambling justification for decisions outlined in the pitch, with presentation running over time (35-50 seconds).	Justification provided for most decisions that could be followed, but did not maximise time (either 20 - 25 or 30 - 35 seconds in length).	Strong justification provided that is easy to follow throughout the pitch.	Outstanding articulation of thinking throughout that excels within the 30 second time limit.	
3. Creativity & Innovation [15%]	No attempt at the task.	Limited creativity presented to solve the identified problem.	Some creativity presented but not fully resolved.	Application of creativity presented at times during the presentation, but needs a little refinement.	Strong innovative approach to the problem with a mostly creative solution.	Clearly articulated solution that solves the problem outlined in a creative manner.	
5. Communication [40%]	No attempt at the task.	Extremely casual presentation showing little confidence and no compelling factors.	Casual presentation with some compelling elements but other sections incomplete.	Formal presentation in most sections that is compelling.	Professional and mostly refined presentation.	Compelling, professional and refined presentation with confidence.	
7. Real World Application [15%]	No connection to realistic situations in the submission or does not solve the identified problem.	Extremely unlikely to solve the identified problem and/or be adopted by target customer.	Potential to link with the target customer to solve the problem, however is entering a cluttered market.	Meets the identified problem and target customer, but requires refinement to cut through.	Solution meets the identified problem for the target audience with broad appeal.	Confident solution presented that could solve the defined problem and meet a customer need.	