



**President's Innovation Challenge
Scoring Rubric for Pitches**

Criteria <i>These capture most of what students were asked to do over 10 weeks.</i>	Notes <i>Capture notes here. These can be used to help you finalize scores and give verbal feedback.</i>	Initial Scale Rating <i>Place your rating here as you listen. This will not be counted.</i>	Final Numerical Score <i>After all of the presentations, record a final numerical score.</i>
The Process			
How well did students demonstrate empathy for their audience? <i>Consider what they have learned about both the project host & end-users of their ideas.</i>		0 ----- 5 ----- 10	
How well did students define the problem? <i>Consider the research students did, as well as how they've re-stated the original problem based on their findings.</i>		0 ----- 5 ----- 10	
How much evidence did you see that students used a Build-Measure-Learn process? <i>Consider the growth from iteration.</i>		0 ----- 7.5 ----- 15	
How well did this group work as a team? <i>Consider how evident teamwork is to you.</i>		0 ----- 2.5 ----- 5	

The Idea			
How desirable is the idea? Consider how receptive all stakeholders will be to this idea.		0 ----- 7.5 -----15	
How feasible is the idea? Can you see it being implemented successfully given what you've heard?		0 ----- 7.5 -----15	
How viable is the idea? Can you see this idea being sustained and scaled over time?		0 ----- 7.5 -----15	
Presentation			
How well did students tell their story?		0 ----- 2.5 -----5	
How well did students sell their idea?		0 ----- 2.5 -----5	
How well did students demonstrate professionalism?		0 ----- 2.5 -----5	
Final Score			100 is maximum

Survey for Audience Members (after talking with students):

Enter a number (1-10) for each category. 1 is the lowest score and 10 is the highest score.

- **Elevator Pitch.** How well did students explain the basics of their project? Was it concise and compelling?
- **Ability to Answer Questions.** How well did students answer questions? Were their answers informative and insightful?
- **Display Setup.** How well did students set up visual aids to capture the highlights of their idea and project?
- **Professionalism.** How well did students welcome and communicate with you? Did they seem engaged and demonstrate active listening? Etc.
- **Idea.** How innovative was the solution? (Consider how desirable it is to the end-user, feasible it will be to implement, and viable it will be over time)

The maximum score is 50 points. Scores will be added together and reported out as a percentage. For example, if a team had three scores (40/50, 43/50, and 45/50), this would be 128/150 or 85%.

Final Scoring
60% from Pitches + 40% from Audience

Step 1: (total from judges = _____) / 300 = A%

Step 2: (total from audience = _____) / maximum possible points = B%

Step 3: Calculation based on percentages

0.6 x <u>A%</u>	+	0.4 x <u>B%</u>	=	<u> </u> %
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