

Name \_\_\_\_\_ Date \_\_\_\_\_

## Pitch Rubric

### Points

**9-10 – EXCELLENT! You have exceeded expectations.**

**5-8– ADEQUATE. You have met the requirement.**

**0-4 – NEEDS IMPROVEMENT. Your work is below standard.**

	E	A	N
<b>Engineering Plan</b>			
Explanation of physics principals*			
Diagram: Flash animation and schematic*			
<b>Prototype</b>			
Demonstration*			
UL Label*			
<b>Marketing Plan</b>			
Description of target group demographics*			
Competitive analysis in market*			
Advertisement: print ad, radio or T.V. commercial**			
<b>Financial Plan</b>			
Revenue model: break-even analysis, gross profit margins, statistical survey or data & assumptions**			
Income statement (2 yr. projection)*			
Use of proceeds*			
<b>Presentation Skills</b>			
Eye contact, clear voice, enthusiasm			
Organization and quality of “pitch”			
<b>Total Points:</b>			

**\*Required**

**\*\*Choose one of the options offered**