

## Judging Rubrics for Montana Teenpreneur Challenge

<b>VIDEO PITCH EVALUATION RUBRIC</b>	<b>3 Exemplary</b>	<b>2 Proficient</b>	<b>1 Marginal</b>	<b>0 Unacceptable</b>
<b>Problem/Need Statement</b>	The problem is clearly and concisely stated, compelling evidence from multiple sources is presented	The problem is stated reasonably well, reasonable evidence presented	The problem is poorly stated, questionable evidence is presented, it is primarily implied there is a problem	The problem is not stated, no evidence is presented, no need is implied
<b>Solution Statement</b>	The product/service is clearly, concisely and effectively described, value proposition is clearly articulated, appears to be a viable solution to the problem	The product/service and value proposition are described satisfactorily, with some additional specificity it will be possible to determine if the business has the potential to solve the problem	The product/service and the value proposition are inadequately described, without considerable additional information it is not possible to determine whether or not the business solves the problem	The product/service is so poorly described (unfocused, confusing or contradictory), not clear what the problem is
<b>Market Statement</b>	A clear, thorough, evidence-based description of actual or potential market(s) is well articulated	Questionable evidence is presented that actual or potential market(s) exists, the market(s) needs to be more clearly defined	It is implied there is actual or potential market(s), no evidence is presented, market(s) description is superficial	Neither actual nor potential market(s) is implied or presented, not possible to ascertain market(s)
<b>Presenter's Knowledge</b>	The presenter(s) appears to have an excellent understanding of all the required elements of the Pitch	The presenter(s) appears to have a reasonable understanding of most of the required elements of the Pitch	The presenter(s) appears to have a superficial understanding of all of the required elements of the Pitch	The presenter does not appear to understand any of the required elements of the Pitch
<b>Presenter's Demeanor</b>	The presenter(s) appeared prepared, gave a compelling pitch, looked and/or sounded confident and professional	The presenter(s) appears to have spent some time preparing, gave a reasonable pitch, looked and/or sounded reasonably confident	The presenter(s) appears somewhat unprepared, gave a weak pitch, and either looked and/or sounded unsure at times	The presenter(s) did not appear to have prepared, did not look or sound like someone who should be pitching a business
<b>Video Length</b>	2 minutes or less			More than 2 minutes

<b>WRITTEN BUSINESS PLAN EVALUATION RUBRIC</b>	<b>3 Exemplary</b>	<b>2 Proficient</b>	<b>1 Marginal</b>	<b>0 Unacceptable</b>
<b>Executive Summary</b>	Clear, concise and convincing, provides an effective overview of the product or service and business, evident that considerable thought and effort went into conceptualizing the business and writing the Summary	The product or service is reasonably well described, evident that some thought went into the business, some effort went into writing the Summary	The Summary needs considerable clarification in order to evaluate the product or service and business, does not appear much effort went into writing the Summary	The Summary is poorly written, no concrete description, not possible to assess the business
<b>Description of Product or Service</b>	Specific evidence is clearly, concisely and convincingly presented about the scale and scope of the market(s) that expressed a need for the product or service, value proposition is credible and clearly described	Questionable evidence is presented that a market(s) expressed a need for the product or service, value proposition is described	It is implied there is a need for the business but no evidence provided, value proposition is superficial and difficult to understand	No clearly defined need for the business is proven or implied, no value proposition presented
<b>Marketing Plan</b>	Clearly, concisely and convincingly describes the marketing plan, including details about advertising strategy and the role of specific traditional media and/or web-based/social media	Marketing plan is outlined but more detail needed, references may have been made to advertising strategy and generic types of media to be used	Marketing plan is superficial, not much detail provided that will allow the reader to assess its potential effectiveness	Marketing plan is not presented
<b>Financial Plan</b>	Clearly demonstrates that considerable thought was given to costs, budgets, profit-loss projections, etc., excellent detail	Provides some detail concerning costs, budgets, profit-loss projections, etc., is passable and somewhat credible	Several items are superficial and lack sufficient detail, not possible to fully assess its viability	Financial plan not included, or is woefully inadequate, or is unrealistic
<b>Document Word Count</b>	It is under the 1,000 word maximum			It is over the 1,000 word maximum
<b>Grammar/Spelling</b>	Did not have any errors	Had 1 or 2 errors	Had 3 or 4 errors	Had 5 or more errors