

# WSU Business Plan Competition – High School League

## 2 Minute Video Rubric

**Team Name:**

**Judge Name:**

The following criteria are to be used to evaluate Screening Round 2-minute videos.

NOTE: Scoring based on 1 (lowest) to 5 (highest)

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<b>Introduction/Hook:</b> Did the team have a creative opening that engages the audience immediately? Comments:	
<b>Team:</b> The student team is introduced and communicates who they would need to work with them in an ideal world? Comments:	
<b>Product:</b> Was the product idea clearly understood? Comments:	
<b>Market Opportunity/ Value proposition: Who will buy it?</b> Product/service address the customer need, and benefits are quantified. Clear description of the size (\$), growth potential and composition of the target market Comments:	
<b>Go to Market Strategy: Where will customer buy the product?</b> It is clear how the company will reach its first customer. Comments:	
<b>Business Model/Financials:</b> Does the team clearly communicates how the business will make money? Does the team communicate how much money they need to move to the next step? Comments:	
<b>Summary/Close:</b> The team wraps up the presentation concisely. The audience desires to know more. Comments:	
<b>Overall Impression:</b> The video was clear, exciting and an effective use of multimedia tools to express ideas. Comments:	

