

High School 2 Minute Video Rubric

TEAM NAME:	Score based on 1 (lowest) to 5 (highest)
INTRODUCTION/HOOK: Does the video capture the viewer’s interest?	
TEAM: Does the team introduce themselves and their roles? Does the team identify mentors or resources that can help them address weaknesses in skills or experience?	
PRODUCT: Was the product idea clearly understood?	
VALUE PROPOSITION: Does the product/service address a customer need, and are benefits quantified?	
GO TO MARKET STRATEGY: Is it clear how the team will sell to their first customer?	
BUSINESS MODEL: Does the team clearly communicate how the business will make money?	
FUNDING: Does the team communicate how much money they need to move to the next step?	
SUMMARY/CLOSING: There video has a clear ending and includes a call to action.	
OVERALL IMPRESSION: The video was clear, exciting, and used multimedia tools to express ideas effectively.	
TOTAL	

