

**High School 2-Minute Video Rubric**

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