

High School Presentation Rubric

This rubric provides the guidelines and scoring criteria for presentations. This rubric is only for the presentation and does not reflect scoring for the written plan. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
TEAM: <ul style="list-style-type: none"> Did the team properly introduce themselves (names, roles)? Does the team describe advisors or mentors? How well did the team work together? 	
PRESENTATION: <ul style="list-style-type: none"> Did the team make a quality presentation overall? What was the quality of the team's materials and data? How was the team's ability to answer tough questions? 	
CUSTOMER SEGMENTS: <ul style="list-style-type: none"> Does the team describe their ideal customer? 	
PROBLEM: <ul style="list-style-type: none"> Does the team understand the 1-3 top problems their customers face? 	
SOLUTION: <ul style="list-style-type: none"> Does the team communicate how the product solves the customers' top problems? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> Has the team clearly stated their value proposition? Is there a single, clear, compelling message that states why the proposed solution is worth paying attention to? 	
COMPETITIVE STRATEGY: <ul style="list-style-type: none"> Has the team identified what they have, that their competitors do not, that gives them an advantage? 	
GO TO MARKET STRATEGY: <ul style="list-style-type: none"> Has the team described how they will reach their customer segments? 	



TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
REVENUE MODEL <ul style="list-style-type: none"> Has the team described what their customer is buying from them? And what they are charging their customers? 	
COST STRUCTURE: <ul style="list-style-type: none"> Does the summary describe the amount, sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.), and timing of funding required? 	
KEY METRICS: <ul style="list-style-type: none"> Does the summary describe how the team will measure success? 	
TOTAL	

