

High School 2-Minute Video Rubric

This rubric provides the guidelines and scoring criteria for 2-minute videos. Videos that are over 2 minutes will be disqualified, no exceptions will be made. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
INTRODUCTION/HOOK: <ul style="list-style-type: none"> Does the video capture the viewer's interest? 	
TEAM: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Was the product idea clearly understood? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> Does the product/service address a customer need, and are benefits quantified? 	
GO-TO-MARKET STRATEGY: <ul style="list-style-type: none"> Is it clear how the team will sell to their first customer? 	
BUSINESS MODEL: <ul style="list-style-type: none"> Does the team clearly communicate how the business will make money? 	
FUNDING: <ul style="list-style-type: none"> Does the team communicate how much money they need to move to the next step? 	
SUMMARY/CLOSING: <ul style="list-style-type: none"> There video has a clear ending and includes a call to action. 	
OVERALL IMPRESSION: <ul style="list-style-type: none"> The video was clear, exciting, and used multimedia tools to express ideas effectively. 	
TOTAL	

