

Evaluation Methodology for the Teenpreneur Roundup

| RUBRIC for VIDEO PITCH | 3 Exemplary | 2 Proficient | 1 Marginal | 0 Unacceptable |
|---|---|--|---|--|
| Problem or Opportunity Statement | The problem (pain point) or opportunity is clearly and concisely stated, compelling evidence from multiple sources is presented | The problem or opportunity is stated reasonably well, some reasonable evidence presented | The problem or opportunity is poorly stated, questionable evidence is presented, it is primarily implied there is a problem | The problem or opportunity is not stated, no evidence is presented, no need is implied |
| Solution Statement | The product or service is clearly, concisely and effectively described, value proposition is clearly articulated, appears to be a viable solution to the problem or opportunity | The product or service and value proposition are described satisfactorily, with some additional specificity it will be possible to determine if the business has the potential to solve the problem or opportunity | The product or service and value proposition are inadequately described, without considerably more information it is not possible to determine whether or not the business addresses the problem or opportunity | The product or service is so poorly described (unfocused, confusing or contradictory) that it is not clear there is a problem or opportunity |
| Market Statement | A clear, thorough, evidence-based description of actual or potential market(s) is well articulated | Questionable evidence is presented that actual or potential market(s) exists, the market(s) needs to be more clearly defined | It is implied there is actual or potential market(s), no evidence is presented, market(s) description is superficial | Neither actual nor potential market(s) are implied or presented, not possible to ascertain market(s) |
| Presenter's Knowledge | The presenter(s) appears to have an excellent understanding of all the required elements of the Pitch | The presenter(s) appears to have a reasonable understanding of most of the required elements of the Pitch | The presenter(s) appears to have a superficial understanding of all of the required elements of the Pitch | The presenter does not appear to understand any of the required elements of the Pitch |
| Presenter's Demeanor | The presenter(s) appeared prepared, gave a compelling Pitch, looked and/or sounded confident and professional | The presenter(s) appears to have spent some time preparing, gave a reasonable Pitch, looked and/or sounded reasonably confident | The presenter(s) appears somewhat unprepared, gave a weak Pitch, and either looked and/or sounded unsure at times | The presenter(s) did not appear to have prepared, did not look or sound like someone who should be pitching a business |
| Video Length | 2 minutes or less | | | More than 2 minutes |

| RUBRIC for WRITTEN BUSINESS SUMMARY | 3 Exemplary | 2 Proficient | 1 Marginal | 0 Unacceptable |
|--|--|--|--|--|
| Introduction to the Business | Clear, concise and convincing, provides compelling overview of the problem (pain point) or opportunity, the product or service solution and the value proposition, evident that considerable thought and effort went into conceptualizing the business & writing the overall Summary | The problem or opportunity, the product or service solution and the value proposition are reasonably well described in the Introduction, evident that some thought went into the business, some effort went into writing the overall Summary | The Introduction needs considerable clarification in order to assess the problem or opportunity and to evaluate the product or service solution and its value proposition, does not appear much effort went into writing the overall Summary | The Introduction and overall Summary are poorly written, no concrete description of the problem or opportunity, the product or service solution and the value proposition, not possible to assess the business |
| Description of the Market(s) for the Product or Service | Specific evidence is clearly, concisely and convincing presented about the scale and scope of the market(s) that has/have a need for the product or service, value proposition is credible and clearly described | Questionable evidence is presented that a market(s) needs the product or service, value proposition is described | It is implied there is a need for the product or service but no evidence provided, value proposition is superficial and difficult to understand | No clearly defined need for the business is proven or implied, no value proposition presented |
| Marketing Plan for Customer Acquisition | Clearly, concisely and convincingly describes the marketing plan, including details about advertising strategy and the defined role(s) of traditional media, Internet-based media, events, promotions, etc. | Marketing plan is outlined but more detail needed, references may have been made to advertising strategy and generic types of media to be used | Marketing plan is superficial, not much detail provided that will allow the reader to assess its potential effectiveness | Marketing plan is not presented |
| Financial Plan | Clearly demonstrates that considerable thought was given to expense categories, budgets, gross vs. net income, etc., excellent detail | Provides some detail concerning expense categories, budgets, gross vs. net income, etc., is passable and somewhat credible | Several items are superficial and lack sufficient detail, not possible to fully assess the company's financial viability | Financial plan not presented or is woefully inadequate and unrealistic |
| Document Word Count | It is at or under the 1,000-word maximum |  |  | It is over the 1,000 word maximum |
| Grammar/Spelling | Did not have any errors | Had 1 or 2 errors | Had 3 or 4 errors | Had 5 or more errors |