

VIL Design Thinking Program Pitch Rubric.

Group Name:
Small Business Partner:

	0	1	2	3
The Hook	No hook to grab the audience's attention.	Unsuccessfully attempted to grab the audience's attention with a hook.	Compelling, predictable hook.	Unique, compelling hook.
Problem Statement	No description of problem or explanation of how this problem affects small business partner.	Unclear description of problem or explanation of how this problem affects small business partner.	Somewhat clear description of problem and explanation of how this problem affects small business partner.	Clear description of problem and explanation of how this problem affects small business partner.
Customer Segments	No description of various target customers.	Unclear description of various target customers.	Somewhat clear description of various target customers.	Clear, detailed description of various target customers.
Unique Value Proposition	No message that states why product/service is different from others on market and worth buying/using.	Unclear message that states why product/service is different from others on market and worth buying/using.	Somewhat clear message that states why product/service is different from others on market and worth buying/using.	Single, clear, compelling message that states why product/service is different from others on market and worth buying/using.
Solution	No description of app concept or explanation of its ability to solve identified problems.	Unclear description of app concept or explanation of its ability to solve identified problems.	Somewhat fair, clear description of app concept and explanation of its ability to solve problems.	Unique, clear, detailed description of app concept and explanation of its ability to solve identified problems.

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Impact	No description of how solution would impact user/society.	Unclear description of how solution would impact user/society.	Somewhat clear description of how solution would impact user/society.	Clear, detailed description of how solution would impact user/society.
Wireframe of App	No graphics outlining what the screens will look like.	Unclear graphics outlining what screens may look like, how app works, and how user interacts with interface.	Somewhat clear graphics outlining what screens may look like, how app works, and how user interacts with interface.	Clear, detailed graphics outlining what screens will look like, how app works, and how user interacts with interface.
Competition	No acknowledgement of any competitors/products that exist.	Some competitors/products mentioned but not specific.	Specific competitors/products mentioned.	Specific competitors/products mentioned and how indicated how solution is different/better than competitors.
Next Steps + The Ask	No mention of next steps/ask for anything.	Unclear/vague next steps/needs about what is wanted from judges/audience.	Somewhat clear next steps/needs about what is wanted from judges/audience.	Clear, detailed, and thoughtful next steps/needs about what is wanted from judges/audience.
Quality of Delivery	Poor delivery with no gestures/eye contact, monotone voice, insufficient volume, abundant oral fillers, and nonverbal distractions.	Apparent nervousness/uneasiness with few gestures and little eye contact with some oral fillers and nonverbal distractions.	Fairly comfortable delivery with adequate use gestures and eye contact with some variation in language and voice.	Extremely comfortable and confident with excellent use of gestures, eye contact, vivid language, and voice.

Total Points: _____

