

Persuasive Business Pitch Rubric

Criteria	Levels of Achievement		
	Below Average	Average	Above Average
Pitch Quality	0 to 10 points	11 to 20 points	21 to 30 points
	provides some hints about the proposal; however, student reads rather than defends so there is a lack of visual contact to the audience watching the video	provides a good information about the proposal but it does not appeal to investors	provides an excellent pitch that can entice investors
Viability	0 to 10 points	11 to 20 points	21 to 30 points
	the business idea is not interesting	the business idea may require more elements to qualify as a potential business	the business idea is feasible and doable
Professionalism	0 to 10 points	11 to 15 points	16 to 20 points
	student does not dress accordingly to the occasion	student dresses accordingly to the occasion but does not know how to address investors	student dresses and behaves professionally to address prospective investors

Scale-

Outstanding: 10

Good: 7-9

Acceptable: 4-6

Poor: 1-3

Absent: 0