

Create@State Persuasive Elevator Pitch

Competition Description: One (1) member of each team will deliver an elevator pitch of no more than 90 seconds focused on the business concept of a seed or start-up venture. This elevator pitch should be seen as a sales pitch for potential investors and therefore should focus on promotion, introducing the benefits of the new product or service, and the market need or opportunity. You are not permitted to use visual aids during your pitch.

Persuasive Elevator Pitch Rubric

Criteria	Levels of Achievement			Points Awarded
	Above Average	Average	Below Average	
Pitch Quality	21 to 30 points Pitch is persuasive, informative, and can entice investors	11 to 20 points Pitch provides good information about the proposal but is not persuasive or appealing to investors; audience is somewhat engaged	0 to 10 points Pitch provides some hints about the proposal but is not particularly informative and persuasion and engagement of the audience is limited (e.g., eye contact is limited; lack of speaker “presence”)	
Viability	21 to 30 points The business idea is clearly feasible with limited additional development	11 to 20 points The business idea may be feasible but requires additional elements to qualify as a potential business	0 to 10 points The business idea is not interesting and shows no evidence of feasibility	
Professionalism	14 to 20 points Student dresses and behaves professionally and suitably for addressing potential investors	7 to 13 points Student dresses suitably for the occasion but does not act as if he/she knows how to address investors	0 to 6 points The student does not dress or act appropriately for the occasion	
Presentation flow	10 to 15 points Information is presented in a logical sequence and sections of the presentation flow seamlessly from one to the next	5 to 9 points Parts of the presentation seem out of place in the flow; transitions between sections of the presentation are stilted	0 to 4 points Presentation flow is largely absent; organization seems haphazard and transitions are absent	
	10 to 15 points	5 to 9 points	0 to 4 points	

Presentation Length	At or just under 90 seconds; presentation fit well within time limit		Too long or too short; presentation did not use time effectively	
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