RUBRIC & SCORING ELEMENTS

Using the *Judging Criteria,* each *Element* will be rated from 1 to 5 stars. A score of 5 is outstanding and a score of 1 needs significant improvement.

ELEMENT	JUDGING CRITERIA
Pitch/Problem	*How well does the company articulate a clear pitch or solution to a current problem?* ● Describe the firm's product/service offerings. Indicate *who* needs it and explain *why* they need it. ● Provide an explanation about how the product/service addresses the problem or issue confronting the customer.
Target Market	*How well does the company understand and segment its target market?* ● The firm's target market should be clearly defined, including demographic, psychographic and geographic characteristics. ● An effective company will define and segment its market in terms that will allow it to find and target those who are most able and likely to become customers.
Marketing Plan	*Is there an effective plan in place to attract/retain customers, thereby, increasing sales?* ● Firms should address their specific plans related to *product, pricing, placement, promotion, and positioning.* ● An effective marketing plan should include strategies to promote their products and services to the stated target market. Strategies may include: web-based marketing (ex. ad campaign), direct sales (phone or video conference), direct email, social media, trade shows (in-person or online), international sales promotions, etc.
Results & Learning	*Have the results impacted the company's decision making?* ● Presentation should include the outcomes of the marketing plan strategies and how the company has applied what it has learned. ● The most impactful metrics will be sales results vs. projections, but other metrics could include web traffic trends, new customers acquired, promotional codes activated, feedback forms submitted, etc.
Quality of Presentation	*How well does the company present the material?* ● Design: Logical organization, well designed and branded, free of errors, quality writing, effective use of charts, graphs and graphics, font is easy to read, legible. Includes applicable footnotes or citations to research. ● Delivery: Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact. Presenter(s) are dressed professionally and display appropriate body language. Presentation is engaging and effective.
Q&A	*How well does the team effectively answer questions based on the presented materials?* ● Provides additional context or clarity that enhances the information presented. ● Responses are consistent with the information that was presented.