

SCORING RUBRIC



Midlands African Chamber, Inc. Business Pitch Competition

Judge: Business:						
Category	1 (POOR)	2 (FAIR)	3 (ADEQUATE)	4 (GOOD)	5 (EXCELLENT)	SCORE
CONTENT (Business Nature and Industry)	Does not seem to understand their business plan very well.	Shows a fair understanding of some part of their business plan	Shows an adequate understanding	Shows a good understanding of their business plan and some details	Has ALL important concepts from a business plan to a legitimate business claim	
PREPAREDNESS (Research and work put in)	Does not seem prepared, practiced, or ready.	Somehow prepared, but clear planning was lacking	Fairly prepared but with some missing parts	Seems pretty prepared but might have used some additional planning	Are completely prepared and have put time and planning into their pitch	
PITCH SKILLS (Persuasion and on time delivery)	Complete lack of enthusiasm, clarity and creativity	Is somewhat clear but lacks enthusiasm and creativity	Shows some enthusiasm	Shows enthusiasm and creativity. Could be more clear and concise	Enthusiastically and creatively delivers a clear and concise pitch	
COMPETITIVE ADVANTAGE (SWOT analysis)	Does not identify why their business is unique and how they will stand out from the competitor	Shows a fair understanding of why their business is unique but could use more competitive research	Shows understanding of their business and competitors	Shows a good understanding of why their business is unique and how it will stand out from their competitors	Clearly explains and understands why their business is unique and how they will stand out from their competitors	
OVERALL CONCEPT (Business concept and vision)	Does not describe the concept or vision	Vaguely describes overall concept and vision	Describes parts of the overall concept and vision	Describes most details about overall concept and vision	Overall concept and vision is clearly understood and described in detail	
COMMUNITY & TARGET MARKET (Market size and social impact)	Products or services are not described and does not cover customer audience	Product or service is covered but does not include production or explanation of delivery to the public	All aspects of the products is not described	Product or service is described and includes some details about the consumer audience	Product of service is clearly described in detail with explanation of production/delivery to the public	
NOTES AND OBSERVATIONS:						TOTAL: _____/30