

PITCH RUBRIC (FOR SHARKS)

Topic	Not Present	Somewhat Present	Clearly Present
Business Description	1	2	3
Product Description	1	2	3
Solving What Problem	1	2	3
Marketing Strategy	1	2	3
Target Audience	1	2	3
Operations Plan (Expenses)	1	2	3
Break-Even Calculations	1	2	3
Investment Ask with Reasoning	1	2	3
Total:			/24

Engagement



If you notice one of the topics above is missing, please ask about it. If everything was there, you might consider asking one of the following questions.

Suggested Questions:

- How did you determine your product markup?
- What was the hardest part of developing this business plan?
- What competitors do you have?
- Have you thought about ...?