

PITCH RUBRIC

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

