PRESENTATION RUBRIC

Grade the pitch based on the following criteria and grading scale. Your scoring should reflect only what you witnessed in the video.

# Criteria for Evaluation

* **Content:** Does the presentation effectively convey the key points of the business plan?
* **Organization:** Is the presentation well-structured and easy to follow?
* **Delivery:** Is the presentation delivered with confidence and enthusiasm?
* **Visual Aids:** Are visual aids used effectively to enhance the presentation?
* **Time Management:** Does the presentation fit within the allotted time frame?

# Grading Scale

* 4 = Exceeds Expectations
* 3 = Meets Expectations
* 2 = Needs Improvement
* 1 = Unsatisfactory

# Presentation Rubric

| Criteria | 4 | 3 | 2 | 1 |
| --- | --- | --- | --- | --- |
| Content | The presentation effectively conveys all key points of the business plan, providing detailed information and insights. | The presentation conveys most key points of the business plan, but may lack some detail or insights. | The presentation is missing important key points of the business plan or does not provide enough detail or insights. | The presentation does not convey the key points of the business plan effectively. |
| Organization | The presentation is well-structured and easy to follow with a clear introduction, body, and conclusion. | The presentation is generally well-structured and easy to follow, but may be somewhat disorganized in places. | The presentation is disorganized and difficult to follow, lacking a clear structure or flow. | The presentation is very disorganized and confusing with no clear structure or flow. |
| Delivery | The presentation is delivered with confidence and enthusiasm, engaging the audience and effectively conveying the message. | The presentation is generally delivered with confidence and enthusiasm, but may lack some energy or engagement. | The presentation lacks confidence and enthusiasm, making it difficult to engage the audience. | The presentation is delivered without any confidence or enthusiasm, making it very difficult to engage the audience. |
| Visual Aids | Visual aids are used effectively to enhance the presentation, providing clear and compelling graphics, images, or videos. | Visual aids are used effectively in most places, but may lack some clarity or relevance. | Visual aids are used, but are not very effective and lack clarity or relevance. | Visual aids are not used or are used poorly, detracting from the presentation. |
| Time Management | The presentation fits within the allotted time frame and all key points are effectively covered. | The presentation fits within the allotted time frame, but some key points may be rushed or overlooked. | The presentation goes over or under the allotted time frame significantly, resulting in a lack of coverage of key points. | The presentation goes significantly over or under the allotted time frame, resulting in a lack of coverage of key points. |