

## 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
<b>Content</b>	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.
<b>Organization</b>	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.
<b>Delivery</b>	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.
<b>Visual Aids</b>	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.
<b>Time Management</b>	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.