

Think Like A CEO

ECONOMIC POWER

Name:

Date:

PITCH PERFECT RUBRIC

	Stem Statements	Exceeds Expectations 3	Meets Expectations 2	Approaching Expectations 1
Clearly Define the Problem: 1. Who are you? 2. What problem are you trying to solve?	The problem I am trying to solve is... What I have noticed is...	Clearly Introduces the team Clearly defines the problem	Somewhat introduces the team Somewhat defines the problem	Does not introduce the team Does not define the problem
Tell Your Story: 1. What is your business name? 2. Why do you want to start this business? 3. What convincing story can you tell to your audience to hook your audience? 4. How will you help future customers?	I want to start this business because... What drives me.... What I am Passionate about...	Clearly tells a convincing story that describes why the team wants to start the business and how it will help customers	Somewhat tells a convincing story that describes why the team wants to start the business and how it will help customers.	Does not tell a convincing story that describes why the team wants to start the business and how it will help customers.
Conclusion: 1. How will you convince your audience to invest or support your business? 2. What positive character traits do you have to make your business successful	I believe that you should invest in this business because... The positive traits that I possess that will make this business a success are...	Clearly convinced investors to support the business by identifying positive character traits of the team.	Somewhat convinced investors to support the business by identifying positive character traits of the team.	Does not convince investors to support the business by identifying positive character traits of the team.
Time: Is your pitch at least 60 seconds long and not longer than 90 seconds?		Pitch is 60 seconds in length.	Pitch is less than 45 seconds or more than 90 seconds.	Does not have a pitch.
Clear language and presentation: 1. Is your spoken language clear and easy to understand? 2. Is your body language enthusiastic? 3. Is your tone convincing?		Speaks in clear understandable language. Clearly demonstrates enthusiastic body language. Has a convincing tone.	Speaks in somewhat unclear language. Somewhat demonstrates enthusiastic body language and a convincing tone.	Language is unclear. Does not demonstrate enthusiastic body language and convincing tone.