2020 VIRTUAL INNOVATION SUMMIT JUDGING RUBRIC

VIDEO PITCH: 60 Points

Team Collaboration in a Virtual Space (20 points)
- Are they presenting themselves in a professional manner?
- Does the team appear confident and clearly address their viewing audience?
- Was the team creative in utilizing technology in a cohesive way (for example, balancing presentation views, speaking and team interaction)?
- Was over 40% of the video pitch the actual team presenting rather than simply showing a PowerPoint presentation view?

Design & Market Factors (15 points)
- Is their product/service innovative and was the concept well-designed?
- Did the team spend adequate time considering its design?
- How relevant is their idea?
- Will it be easy to market and sell?
- How well does the team understand any potential external factors that may impact the product’s viability and marketability?

Persuasiveness (15 points)
- Is the team able to clearly and enthusiastically articulate the product’s key selling points to a general audience?
- Did the team demonstrate knowledge of the product and its place in the market?

Preparedness (10 points)
- Did the team make the best use of the time available?
- Were the talking points well-developed?
- Were the presentation responsibilities evenly distributed among the team members?

NOTE: Any video over 8 minutes requires a point deduction. Please subtract 2 points from your total assessment of these projects.

EXECUTIVE SUMMARY: 10 Points

- Does the Executive Summary highlight the team’s innovation in a clear, easy to understand format?
- Does the summary mention key components of their innovation?
- Did you have a clear understanding of the innovation based on their summary?

NOTE: Documents over 1 page will require a point deduction. Please subtract 1 point from your total assessment of these projects.

TEAM AND JUDGE Q&A SESSION: 20 Points

- Was the team polite and courteous?
- Did the team respond as a unit when answering questions?
- Were all members actively engaged in the Q&A session?
- Did the team showcase strong knowledge of their innovation, the market and overall aspects of the category itself?