



# RUBRIC: GSE Pitch Fest

From DPOJ to Live Performance at State Championship  
Team Event, 2 Teams Allowed Per School To Apply (minimum of 2 students – maximum of 4 students per team)  
9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> Only  
BYOD

Task: Ever dreamt of being an Entrepreneur? Do you have an idea that solves an unmet need or want? Have you figured out a way to revolutionize something that already exists?

At the 2018 STLP State Championship, the Governor’s School for Entrepreneurs will host a live pitch event. Teams that qualify will pitch live to a panel of judges and audience at the state championship. The top team will be invited to attend the 2018 Governor’s School for Entrepreneurs. This \$4500 experience will be awarded to each member of the top team (maximum 4 members per team). To learn more about GSE, please visit [www.KentuckyGSE.com](http://www.KentuckyGSE.com)

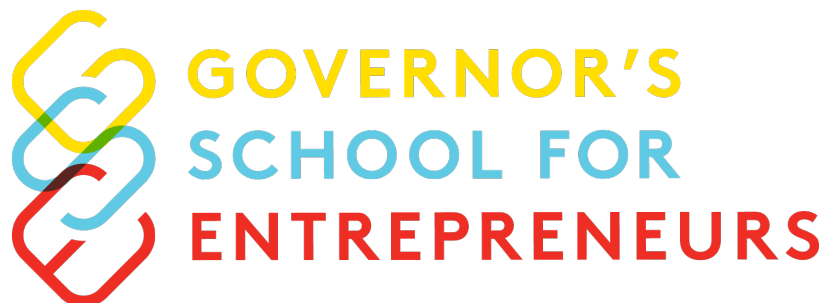
To qualify for the GSE Pitch Fest at the State Championship, teams must submit a 2 minute pitch video outlining their business/product idea or model during DPOJ.

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with students who produce video
- Determine which students should apply for this category
- Assist students with questions, make suggestions on quality of work
- Check for any copyright issues (guide corrections as necessary)
- Reach out to GSE Administrative Staff with any questions

What the students should do:

- Review the rubric
- Collaborate with your team to create your pitch and translate it into a video
- Turn work in on time to be posted by deadline



## DPOJ: Pitch Video Component

### What kind of idea?

An entrepreneur sees a problem or unmet want or need and offers a solution. Your video should show us explain your idea is and what problem or unmet need or want it solves. Ideas should fall into one of these categories:

- **Information Technology**- computer technology such as web-based platforms, mobile applications, video game development, software programs etc.
- **Product or Service**- a new or improved physical product or service (other than information technology ideas described above). For example when shoe companies developed running shoes with a hole in one of the soles to insert a sensor that transmits to a wrist watch to record running speed and distance.
- **Method or Business Model** -a new way of delivering a user experience or a product or service. For example when bookstores began selling e-books for download in place of paper books for pickup.
- **Other Idea** - Do you have an innovative concept that doesn't fit the categories above, yet you think would make a great business? Convince us!

**Ideas that utilize science, technology, engineering, or math skills will be given highest consideration. Ideas that are for typical retail businesses (e.g. gift stores, hair salons, clothing stores) or service businesses (e.g., plumbing, landscaping, insurance firms) will not be accepted.**

For resources and information on creating a quality business pitch, please visit <http://www.kentuckygse.com/>

**Disclaimer: GSE Alumni are welcome and encouraged to pitch in this event. However, GSE alumni are not eligible to attend the program twice. Therefore, GSE Alumni will be excluded from the GSE final prize. If not participating, Alumni are encouraged to help others in their school and to serve as role models and guides.**

**DPOJ Qualification Round**

Online Judging	Criteria	Points Earned
<b>Category/Access</b>	Video is in the correct category and can readily be accessed online by judges  GSE Pitch Video	0 5 10
<b>Story Telling</b>	Captures and retains attention Adequately explains problem and solution in a unique way	0 5 10
<b>Video Length</b>	Video is at or under 2 minutes. Videos over 2 minutes will receive a score of 0	0 10
<b>Post Production</b>	Post Production: Creative editing is evident in final product with effects, transitions, and music (music must be appropriately credited)	1 2 3 4 5 6 7 8 9 10
<b>Design of Idea</b>	Clear purpose and customer Idea solves a problem in a unique way	1 2 3 4 5 6 7 8 9 10
<b>Feasibility of Idea</b>	Idea presented is a <b>feasible</b> business idea that can be executed by the team	0 5 10 15 20
<b>Presentation of Idea (Soft Skills)</b>	Students maintain good eye contact with the camera and are appropriately animated (e.g., gestures, moving around, etc.)  Voice quality is good; can be heard/understood very clearly; internal and external microphones were used if needed  Delivery is poised, controlled, and smooth	1 2 3 4 5 6 7 8 9 10
<b>Collaboration</b>	Each member of the team participates and fulfills a specific need	1 2 3 4 5 6 7 8 9 10
	<b>TOTAL SCORE OUT OF 90:</b>	

## State Championship: Live GSE Pitch Fest

State Championship	Criteria	Points Earned
<b>Story Telling</b>	Captures and retains attention Adequately explains problem and solution in a unique way	0 5 10
<b>Collaboration</b>	Each member of the team participates and fulfills a specific need	1 2 3 4 5 6 7 8 9 10
<b>Pitch Length</b>	Pitch is at or under 10 minutes. Pitches should not exceed this length	0 10
<b>Creativity/Originality</b>	Preplanning: Clear purpose and audience; well organized and authentic	1 2 3 4 5 6 7 8 9 10
<b>Feasibility of Idea</b>	Idea presented is a <b>feasible</b> business idea that can be executed by the team	0 5 10 15 20
<b>Design of Idea</b>	Clear purpose and customer Idea solves a problem in a unique way	1 2 3 4 5 6 7 8 9 10
<b>Presentation of Idea (Soft Skills)</b>	Students maintain good eye contact with the camera and are appropriately animated (e.g., gestures, moving around, etc.) Voice quality is good; can be heard/understood very clearly; internal and external microphones were used if needed Delivery is poised, controlled, and smooth	1 2 3 4 5 6 7 8 9 10
	<b>TOTAL SCORE OUT OF 80:</b>	