CENTER FOR ENTREPRENEURSHIP + INNOVATION at GROVE CITY COLLEGE

COMMERCIAL ENTERPRISE



Elevator Pitch Competition

Commercial Enterprise Scoring Rubric

Name of Commercial Enterprise: _____

Circle one score per criterion from **1** (strongly disagree) to **10** (strongly agree), then record it in the Score column.

	STRONGLY DISAGREE				NEUTRAL					STRONGLY AGREE	
CRITERIA	1	2	3	4	5	6	7	8	9	10	**SCORE**
Clarity + Interest The pitch **made sense** and **held my interest**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Need + Solution There is a **need**, and this is an effective **solution**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Uniqueness The goods or services are **unique**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Achievability The presenter is **capable of launching**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Sustainability + Growth This idea can **make money** and has **growth potential**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Second Meeting I would give this presenter a **second meeting**.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
									TOTAL SCORE		/ 60

NOTES