



## PROJECT ASSESSMENT RUBRIC

		HIGH (3)	MEDIUM (2)	LOW (1)	NOT SHOWN (0)	SCORE
<b>COLLABORATION</b>		A <b>high level of collaboration</b> was demonstrated by each group member. There is a balanced sharing of workload during the project. The final pitch presentation load has also been shared equally.	A satisfactory <b>level of collaboration</b> was demonstrated by each group member. There is mostly a balanced sharing of workload during the project. The final pitch presentation load has been shared equally to a large extent.	A low <b>level of collaboration</b> was demonstrated by the group members. There is a lack of sharing of workload during the project. There is also a lot of room for improvement in terms of sharing the final pitch load.	<b>NA</b>	
<b>ORAL PRESENTATION</b>	<b>ENGAGEMENT WITH THE AUDIENCE</b>	The pitch was <b>highly engaging</b> . The group presented a highly successful elevator pitch that grabbed the audience's attention. The presenters clearly knew their audience. Audience engagement was evident throughout the pitch.	The pitch was <b>generally engaging</b> . The group presented a successful elevator pitch that grabbed the audience's attention. The presenters knew their audience and audience engagement was evident throughout majority of the pitch.	The pitch was somewhat engaging. The group presented an elevator pitch that could improve by being more targeted at the appropriate audience to increase engagement.	<b>NA</b>	
	<b>QUALITY OF THE BUSINESS CASE (CONTENT)</b>	A <b>highly convincing</b> business case was presented to the panel. Business goal was clearly articulated and an innovative business proposal has been put forward. Product/service, customer segmentation, marketing and business revenue & costs structure were addressed in detail.	A <b>generally convincing</b> business case was presented to the panel. Business goal was articulated and a business proposal has been put forward. Product/service, customer segmentation, marketing and business revenue & costs structure were addressed with some detail.	A <b>somewhat convincing</b> business case was presented to the panel. Business goal and business solution could be articulated with more clarity. Some parts of the business case such as customer segmentation, marketing and business revenue & costs structure were only addressed briefly.	<b>NA</b>	

		HIGH (3)	MEDIUM (2)	LOW (1)	NOT SHOWN (0)	SCORE
ORAL PRESENTATION	DELIVERY ( VOICE, PACING, BODY LANGUAGE)	A <b>highly professional</b> and intelligent presentation with effective methods of delivery employed. Voice, pacing and body language demonstrated confidence and preparedness. The presenters made good eye contact with the panel during the pitch. The presentation was fluent with little dependence on notes.	A <b>generally professional</b> presentation with some effective methods of delivery were employed. Voice, pacing and body language demonstrated general preparedness. The presenters made some eye contact with the panel during the pitch. The presentation was mostly fluent with some dependence on notes.	The presentation were <b>somewhat incoherent</b> . Voice, pacing and body language could improve with better preparation.  The group could employ more effective methods of delivery including making use of eye contact with the panel.	NA	
PREPARATION/ ORGANIZATION		The team showed <b>high levels of organisational skills</b> throughout the project. High levels of effort have been put into producing the final pitch including both preparation of the oral, the prototype and materials that supported the pitch.	The team showed good organisational skills throughout the project. A good amount of effort has been put into producing the final pitch including both preparation of the oral, the prototype and materials that supported the pitch.	The team showed <b>low levels of organisational skills</b> throughout the project. Little effort has been put into producing the final pitch including both preparation of the oral, the prototype and materials that supported the pitch.	NA	
PROTOTYPE		The team produced a prototype of a very high standard. The design of the prototype is innovative, thoughtful/creative and is tailored to the customer base. Prototype has been created with detail and highly resembles the final product. The team has worked tirelessly to create and test the prototype and made appropriate adjustments based on research and feedback.	The team produced <b>a prototype of a satisfactory standard</b> . The design of the prototype is generally thoughtful and is tailored to the customer base. Prototype has been created with a satisfactory level of detail and resembles the final product. The team has tested the prototype and made minor adjustments based on feedback.	The team produced <b>a prototype</b> . The design of the prototype can be given more thoughts in order to better tailor to the needs of the customer base. Prototype can be improved with more detail to resemble the final product.	NA	

	HIGH (3)	MEDIUM (2)	LOW (1)	NOT SHOWN (0)	SCORE
<b>QUALITY OF SUPPORT MATERIALS FOR THE PITCH</b>  (e.g. Company website, Company logo, Advertising, Poster/Flyer/brochure)	The team produced support materials that <b>highly enhanced</b> the quality of the pitch. Materials including company website, company logo, advertising, poster/flyer/brochure provided more in-depth information about the company and strongly promoted the business case.	The team produced support materials that <b>generally enhanced</b> the quality of the pitch. Materials such as company website, company logo, advertising, poster/flyer/brochure provided further information about the company and generally promoted the business case.	The team produced support materials that <b>somewhat enhanced</b> the quality of the pitch. Some materials such as company website, company logo, advertising, poster/flyer/brochure were included to promote the business case.	NA	
<b>Q &amp; A</b>	The Q & A stage of the final Pitch was <b>highly interactive</b> . Following the pitch, the group responded well to questions from the judges and showed a high level of confidence and preparation. The presenters answered the questions with further detail to enhance their business case. The responses during the Q & A further convinced the judges to invest in the business.	The Q & A stage of the final Pitch was <b>generally interactive</b> . Following the pitch, the group generally responded well to questions from the judges and showed a good level of Preparation. The presenters answered most of the questions with detail to enhance their business case.	The Q & A stage of the final Pitch was somewhat interactive. Following the pitch, the responses from the group during the Q & A stage could be better prepared. The responses could be more coherent and more detailed to further enhance the business case.	NA	

**Thank You**