

2022 Believe in Ohio: Pitch Competition Rubric

	Exceeds Expectations 8 points	Meets Expectations 4 points	Below Expectations 2 points	Missing Component 0 points
Problem or Pain Point	Names the problem or pain point. Identifies the customer, consumer group, or user that is most affected. Quantifies the magnitude of the problem and explains clearly.	Names the problem or pain point. Identifies the customer, consumer group or user that is most affected.	Names the problem or pain point	Missing Main Idea and/or Supporting Detail
Solution	Names the existing products, services and/or solutions that are currently being used to address the problem and how your solution is different. Explains the value proposition of your solution. Correlates if your solution is cost-effective, faster, durable, reliable, accurate or some combination of these.	Names the existing products, services and/or solutions that are currently being used to address the problem and how your solution is different. Explains the value proposition of your solution.	Names the existing products, services and/or solutions that are currently being used to address the problem and how your solution is different.	Missing Main Idea and/or Supporting Detail
Solution Feasibility	Describes what has been done to develop a proof of concept and briefly explains. Product/service has been produced, tested and feedback has been collected by potential consumers.	Describes what has been done to develop a proof of concept and briefly explains.	Lists proof of concept with little supporting detail.	Missing Main Idea and/or Supporting Detail
The “why”	Describes why consumers and users should care about this product/service in a manner that inspires one to purchase/participate. Elaborates regarding how product/service will change the consumers life.	Describes why consumers and users should care about this product/service in a manner that inspires one to purchase/participate.	Describes why consumers and users should care about this product/service.	Missing Main Idea and/or Supporting Detail
Time	1.5-2 minutes	1 minute to 1.5 minutes	Less than one minute or exceeds 2 minutes	