Scoring Rubric Scientific Elevator Pitch Competition
GSBS Student Research Day

The Scientific Elevator Pitch is a 90-second summary of the student's research project intended for an educated, lay audience.

The scientific elevator pitch is not only an excellent career tool for students, helping them to establish credibility, form relationships with other scientists, and gain support for their ideas—it also helps students clarify and articulate their thoughts, build professional confidence, and communicate across disciplines.

The pitch should be:
- comprehensible to a non-specialist with a basic college education,
- succinct,
- complete,
- appealing

It should contain key elements commonly found in scientific publications and presentations, including an introduction/background, gap in knowledge or research question, a statement of purpose, an overview of methods or approach, results if they have been obtained, a statement of significance, and possible next steps. In addition, the delivery of the pitch should be enthusiastic and conversational, rather than overly formal or filled with jargon.

The pitch should **not** be evaluated according to:
- the complexity of the project
- whether promising experimental results, or any experimental results, have been obtained
- foreign accent or minor grammatical mistakes, so long as pitch is comprehensible

NOTECARDS are allowed for speakers as long as they are not read straight through.
SMALL PROPS OR OBJECTS are allowed, within reason.
POWER POINT is not allowed.

Judges Rubric
GSBS Elevator Pitch Competition

Instructions: This serves as the rubric to assess the elevator pitches. Students are evaluated according to the statements that best describe their performance for each criterion. There are **three** major categories with subcategories for each. Please score each sub-category. The scores range from 1-4 per sub-category, where 1 is the least and 4 is the highest; partial points in 0.5 increment may be assigned. Total max possible is 20 points. Points will be deducted for going over time.

Delivery:

Component	4 Points	3 Points	2 Points	1 Point
Body language and elocution	Holds attention of audience with use of direct eye contact and a clear voice. Effective movements to help audience visualize.	Often makes direct eye contact and faces audience, uses descriptive gestures. Most audience members can hear.	Little movement, minimal eye contact with audience, hard to hear.	No eye contact, or effective movement, entire presentation is read from notes, too quiet to hear.

Content:

Introduction and hook	Clearly explains the problem, need, or significance and *creatively* engages the audience.	Explains the problem, need, or significance and engages the audience.	Somewhat explains the problem, need, or significance; does not engage the audience.	Poorly introduces topic and does not engage the audience.
Organization and Clarity	Pitch is logical, easy to follow and engages the audience throughout.	Pitch presents information in a logical sequence that is easy to follow and evokes some interest.	Pitch is logical and the audience can follow with some effort.	Pitch is difficult to follow, lack of logical flow.
Accessibility to a non-specialist audience	The entire pitch is understandable to a non-specialist audience and scientific jargon avoided.	Introduction and most parts of the presentation are understandable to a non-specialist audience; little to no jargon used	Some technical terms and ideas are explained but the talk uses jargon that is primarily for specialists.	Content is explained with jargon that can be understood only by experts on the subject.

Overall Impact:

Impact and Appeal	The pitch is creative, explains the topic well and captivates the audience's attention.	The pitch explains the topic well and enjoyed by the audience.	The pitch decently explains the topic and somewhat holds the audience's attention.	The pitch poorly explains the topic, and the audience loses interest.

Points deducted for going over time (5 points/10 sec over)