

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 are allowed. Maximum score possible is 20 points. Points should 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 directly read from notes, too quiet to hear.

Content:

Introduction and Hook	Clearly explains the problem, need, or significance and <i>creatively</i> 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	Speech is logical, easy to follow and engages the audience throughout.	Speech presents information in a logical sequence that is easy to follow and evokes some interest.	Speech is logical and the audience can follow with some effort.	Speech is difficult to follow, lack of logical flow.
Accessibility to a Non-Specialist Audience	The entire speech 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 speech is creative, explains the topic well and captivates the audience's attention. Any props used positively added to presentation.	The speech explains the topic well and enjoyed by the audience. Any props used somewhat positively added to presentation.	The speech decently explains the topic and somewhat holds the audience's attention. Any props used were not relevant to the presentation.	The speech poorly explains the topic, and the audience loses interest. Any props used detracted from the presentation.
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Points deducted for going over time (5 points/10 sec over)