

# SCORING RUBRIC

Please use this rubric to help guide your pitch deck and presentation submissions.

Assessment Criteria	0	1	2	3	Score
<b>Identified Problem for the Commercial Space Industry</b>	No identified problem or does not apply to the commercial space industry.	Identified problem that does not relate to the commercial space industry.	Identified problem within commercial space industry, lack information on potential customers.	Identified problem and customers within the commercial space industry.	
<b>Industry Analysis</b>	No discussion of industry trends, competitors, or outlook.	Contains at least one element of industry trends, competitors, or outlook.	Contains at least two elements of industry trends, competitors, or outlook.	Accurate analysis of industry trends, competitors, and outlook.	
<b>Finances</b>	No inclusion of financial information.	Incomplete or inaccurate financial information included.	Some research and accurate finances presented.	Accurate and well-researched financial projections presented clearly.	
<b>Pitch Deck</b>	No pitch deck submitted.	Pitch Deck does not meet 8-10 slide requirement and has minimal branding or visual aids.	Pitch Deck meets 8-10 slide requirements, incorporates branding, and uses visual aid.	Pitch Deck is 8-10 slides, has cohesive branding, and makes good use of visual aids.	
<b>Presentation</b>	No presentation link submitted.	Presentation is not limited to 5 minutes, not all team members speak, no use of inflection or body language.	Presentation is no longer than 5 minutes, most team members speak, minimal use of inflection and body language.	Presentation is no longer than 5 minutes, all team members speak, good use of inflection and body language.	
<b>Communication</b>	Submissions do not clear communicate ideas.	Submissions include errors, communicates some ideas effectively.	Submissions are free from errors, convincingly communicate most ideas.	Submissions lack grammatical and spelling errors, clearly and convincingly communicate ideas.	

NOTES: