

Entrepreneurship 30: Pitching the Prototype

Names: _____

The following rubric will be used in evaluating your final pitch for your prototype.

Student Objectives:

- We can begin thinking about the "Big Idea" that entrepreneur may have for a business
- We can present our designs to the class of our "Big Ideas"
- We can present our "Big Ideas" to the class in our "pitches"
- We can create a prototype of our product to show the class

Questions to be answered within the presentation:

1. What is the product?
2. What does it do?
3. How will this product help or be enjoyed by people?
4. How much will it cost to make this product?
5. How much will you sell it for?
6. Who is your target market?
7. What research have you done to show that people will buy this product?

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"It practically sells itself!"

CATEGORY	4 Exceeding	3 Meeting	2 Developing	1 Acquiring
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Product and Visuals	Students use several props (could include costume) that show considerable work/creativity and which make the presentation better.	Students use 1 prop that shows considerable work/creativity and which make the presentation better.	Students use 1 prop which makes the presentation better.	Students use no props OR the props chosen detract from the presentation.
Speaks Clearly	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or can not be understood OR mispronounces more than one word.
Content	Shows a full understanding of their product.	Shows a good understanding of their topic	Shows a good understanding of parts of their product	Does not seem to understand their product very well
Questions Answered	All questions about their products were answered within the presentation	5 out of 6 questions were answered within the presentation	4 out of 6 questions were answered within the presentation	3 or less of the questions were answered within the presentation
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about their product	Facial expressions and body language sometimes generate a strong interest and enthusiasm about their product	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat fake	Very little use of facial expressions or body language. Did not generate much interest in the product being presented.

Teacher Comments: