

Ship Tank 2024 Judging Rubric



Team Name: _____

| | Description | Needs Improvement (1) | Close But Not Quite There (2) | Average (3) | Good (4) | Excellent (5) |
|-----------------------|---|-----------------------|-------------------------------|-------------|----------|---------------|
| Innovation | Team identified an opportunity in a market and capitalized on it with their product or service | 1 | 2 | 3 | 4 | 5 |
| | Team had a well-defined idea that shows careful thought and consideration | 1 | 2 | 3 | 4 | 5 |
| Business Scope | Team showed an understanding of their target market and the impact it will have on that group | 1 | 2 | 3 | 4 | 5 |
| | Overall approach used by the team was feasible and the business model was viable | 1 | 2 | 3 | 4 | 5 |
| | Team clearly defined their plan for marketing (i.e. acquiring customers/users, identifying stakeholders, etc.) | 1 | 2 | 3 | 4 | 5 |
| Presentation | Team used effective verbal and non-verbal communication strategies; speaking clearly and concisely, engaging audience, eye contact, posture | 1 | 2 | 3 | 4 | 5 |
| | Pitch had a clear goal and convinced audience of why they should be involved with the product | 1 | 2 | 3 | 4 | 5 |
| | Effective use of time (5 - 7 min.) | 1 | 2 | 3 | 4 | 5 |

Comments: _____

Final Score: ___ / 40