

<b>Product Grading Rubric</b>	<b>Presenter Name:</b>	<b>Judge's Initials:</b>
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	4	3	2	1	0	Score
<b>Problem Definition/ Product Description</b>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>gives an excellent description of the problem,</li> <li>provides a clear and engaging description of the product, and</li> <li>demonstrates in-depth knowledge of how the product solves the problem.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>clearly defines the problem,</li> <li>provides an above average description of the product, and</li> <li>demonstrates an above average knowledge of how the product solves the problem.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>adequately defines the problem,</li> <li>provides an adequate description of the product, and</li> <li>demonstrates adequate knowledge of how the product solves the problem.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>does not define the problem adequately,</li> <li>provides a partial description of the product, and</li> <li>demonstrates some knowledge of how the product solves the problem.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>does not define the problem at all,</li> <li>provides a vague description of the product, and</li> <li>does not demonstrate how the product solves the problem.</li> </ul>	_____
<b>Customer Definition/ Marketing</b>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates deep knowledge of various customer segments</li> <li>has extensive knowledge of appropriate marketing channels for their product.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates above average knowledge of various customer segments</li> <li>has above average knowledge of appropriate marketing channels for their product.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates average knowledge of various customer segments</li> <li>has average knowledge of appropriate marketing channels for their product.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates little knowledge of various customer segment</li> <li>has little knowledge of appropriate marketing channels for their product.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates no knowledge of any customer segments</li> <li>has no knowledge of appropriate marketing channels for their product.</li> </ul>	_____
<b>Innovation/ Originality of the Product</b>	<p>The product</p> <ul style="list-style-type: none"> <li>is a breakthrough innovation</li> <li>is a viable and highly desirable product</li> <li>changes the industry and creates impact in the sector.</li> </ul>	<p>The product</p> <ul style="list-style-type: none"> <li>is innovative and unique</li> <li>is definitely a viable product</li> <li>may create an impact in the sector.</li> </ul>	<p>The product</p> <ul style="list-style-type: none"> <li>is innovative and unique</li> <li>is likely a viable product</li> <li>but the product is not game changing in the industry.</li> </ul>	<p>The product</p> <ul style="list-style-type: none"> <li>differs slightly from other products available and may be a viable product</li> <li>does not demonstrate innovation in the industry.</li> </ul>	<p>The product</p> <ul style="list-style-type: none"> <li>is the same as other products available and is not a viable product</li> <li>does not demonstrate innovation in the industry.</li> </ul>	_____
<b>Cost/ Feasibility/ Budget</b>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>demonstrates a full understanding of the financial needs of their company</li> <li>discusses an accurate cost of the product to the consumer.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>has an above average understanding of the financial needs of their company</li> <li>discusses the cost of the product in an appropriate range for the consumer.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>has some understanding of the financial needs of their company</li> <li>discusses the cost of the product to the consumer, but the cost may not be appropriate.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>has little or no understanding of the financial needs of their company</li> <li>discusses the cost of the product, but the cost to the consumer is not viable.</li> </ul>	<p>The presenter(s)</p> <ul style="list-style-type: none"> <li>does not discuss the financial needs of their company</li> <li>does not discuss the cost of the product to the consumer.</li> </ul>	_____
<b>Presentation Skills</b>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>is extremely well organized and easy to understand</li> <li>is within the time parameters</li> <li>has no verbal or physical distractions</li> <li>has visual aids when appropriate and they are visually appealing and easy to see/read</li> <li>All presenters speak.</li> </ul>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>is well organized and easy to understand</li> <li>is within the time parameters</li> <li>has only a few verbal or physical distractions</li> <li>has visual aids when appropriate and they are mostly visually appealing and mostly easy to see/read.</li> <li>All presenters speak.</li> </ul>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>is somewhat organized</li> <li>is easy to understand most of the time</li> <li>is within the time parameters</li> <li>has several verbal or physical distractions</li> <li>has visual aids when appropriate and they are somewhat visually appealing and mostly easy to see/read.</li> <li>All but one presenter speaks (if there are multiple presenters).</li> </ul>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>is not very well organized</li> <li>is not always easy to understand</li> <li>is slightly too short or too long</li> <li>has several verbal or physical distractions</li> <li>has visual aids when appropriate but they are distracting or not easy to see.</li> <li>Two or more presenters do not speak (if there are multiple presenters).</li> </ul>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>is very disorganized</li> <li>is confusing and message is not clear</li> <li>is outside the time parameters</li> <li>has several verbal or physical distractions</li> <li>has no visual aids when appropriate or the visual aids are not appropriate or are very distracting from the presentation.</li> <li>Two or more presenters do not speak (if there are multiple presenters).</li> </ul>	_____