

Money Movez Pitch Competition Rubric

Instructions: Listen to the student/team pitch. Use the questions below to guide your scoring. Rate each category from 1 (Needs Improvement) to 4 (Excellent).

Problem / Opportunity (1-4):

- What problem does the business solve? Why is it important?

Value Proposition (1-4):

- What makes the product or service special? Why should customers choose it?

Underlying Magic (1-4):

- What is unique or innovative about this idea?

Target Market (1-4):

- Who are the customers? How do they know there's a need?

Marketing Plan (1-4):

- How will they tell people about the business? Where will they sell or promote it?

Competitive Analysis (1-4):

- Who are the competitors? How is this idea different or better?

Qualifications (1-4):

- Why is the team right for this idea? What skills do they have?

Cost Structure (1-4):

- How much will it cost to run? How will they cover those costs?

Current Status & Future Plans (1-4):

- What have they done so far? What's next?

Total Points: _____ / 36

Comments & Feedback:

Judges: Please choose your top teams!

1st Place: _____

2nd Place: _____

3rd Place: _____