

Impact X: Pitch Competition Rubric

Criteria	Excellent (5 points)	Very Good (4 points)	Good (3 points)	Adequate (2 points)	Needs Improvement (1 point)
Problem	Clearly articulates a significant challenge or gap that is well-researched, highly relevant, and impactful.	Identifies a relevant problem with some depth but lacks comprehensive understanding.	Problem is identified but understanding is basic or superficial.	Problem is mentioned but is unclear, lacks relevance, or lacks supporting evidence.	Problem is vague, irrelevant, or unsupported by any detail.
Target Market & Competitive Scan	Clearly identifies a specific customer segment with a compelling and thorough description of the problem they face.	Identifies a specific customer segment and explains the problem with minor gaps in depth or clarity.	Customer segment is identified with basic clarity on the problem.	Customer segment and problem are mentioned but lack clarity or detail.	Target market and problem are vague, unclear, or not identified.
Solution	Solution is innovative, highly feasible, and directly addresses the problem in a meaningful way.	Solution demonstrates feasibility and some innovation; adequately addresses the problem.	Solution is relevant but lacks strong novelty, feasibility, or direct connection to the problem.	Solution is somewhat unclear or lacks feasibility in addressing the problem effectively.	Solution is vague, unfeasible, or fails to address the problem.
Social Impact	Clearly demonstrates measurable, significant, and positive social impact aligned with societal needs.	Highlights measurable social impact that is positive and relevant, with minor gaps in clarity or alignment.	Social impact is mentioned but lacks strong measurement or alignment with societal needs.	Social impact is unclear, minimally measurable, or lacks significant societal relevance.	Social impact is not demonstrated, unclear, or not aligned with societal needs.
Market Strategy	Provides a highly clear, detailed, and realistic plan for launch, scalability, and gaining traction.	Presents a solid plan for launch and scaling, with minor gaps in detail or clarity.	Offers a basic plan for launch with limited consideration of scalability or traction.	Go-to-market strategy is minimal, with vague plans for launch or scaling.	No clear go-to-market strategy presented; plans are vague or unrealistic.
Communication & Presentation	Pitcher(s) delivers an exceptionally engaging, well-structured, and highly articulate presentation that clearly conveys the venture's value and purpose.	Presentation is engaging, mostly clear, and effectively communicates the venture, with minor gaps in structure or clarity.	Presentation is somewhat clear and engaging but lacks refinement or strong articulation of the venture.	Presentation is minimally engaging or lacks clear communication of the venture's purpose and value.	Presentation fails to clearly articulate the venture or engage the audience.