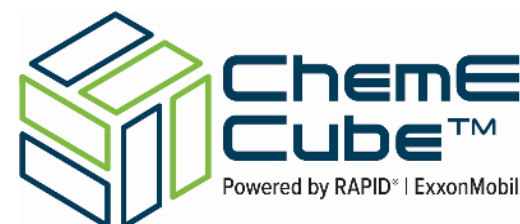


2024 ChemE Cube Competition

The Pitch Rubric

Ver 1, January 2024



Judge's Name:	
Team University:	

THE PITCH:			Beginning	Developing	Accomplished	Exemplary
1. Did the team provide context for their product and market?		/10	minimal study; no analysis	minimal study; some analysis	sufficient study and analysis	extensive study and analysis
2. Did the team provide an overview of a novel technology and describe the potential impact of their product?		/15	existing solution/application	solution/application contains some original element(s)	Original solution/application; potential added value	Original solution/application; demonstrated added value
3. Did the team provide an intellectual property (IP) and patent plan for their product?		/15	no IP protection on design/patent plan	minimal info on IP/patent plan	sufficient details on protecting their design	Extensive details on IP plan; thoroughly explains which parts on design are original and can be patented
4. How profitable and financially sustainable is the product?		/15	Team barely addresses profitability and presentation lacks proof of how viable the product is	Team briefly addresses profitability and financial sustainability	Team shows sufficient finance plan	Team presented a fully-developed financially sustainable plan
5. Is the product scalable to market using MCPI principles?		/10	minimal evidence is shown on scaling to market; MCPI principles are not shown	minimal evidence is shown on scaling to market; some MCPI principles are shown	sufficient evidence is shown on scaling to market; MCPI principles are implemented	exceptional evidence is shown on scaling to market; MCPI principles are implemented
6. How unique is the product being presented? Does it stand out strongly compared to its competitors?		/15	team does not talk about competition	team briefly mentions competition and does not explain how product stands out	team shows sufficient research into competition and adequately describes how product stands out	team shows extensive research and evaluates the competition landscape and effectively shows how product stands out from others
7. Does the team make their pitch using effective, high-quality visuals (i.e., graphs, diagrams, fonts visible, legends clear)?		/10	minimal visuals used; text heavy	some visuals used, but not effectively; could use less text	sufficient and effective use of visuals; not text heavy	exceptional and effective use of visuals; no overuse of text
8. Does the team deliver a pitch through effective communication (i.e., clear layout of concepts, addresses questions, convince you to "buy-in" to product, competitive understanding)?		/10	unclear OR disorganized	partially clear; minimal organization	mostly clear; mostly organized	clear AND well organized
SUB-TOTAL		/100				

COMPLETE AFTER ALL TEAMS HAVE PRESENTED

8. Given \$1,000,000 to invest, how much money would you invest in this technology? (all teams' scores must add to \$1,000,000)	(_____/ \$1,000,000) *100	/100
SUB-TOTAL		/100

TOTAL	/200
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Comments: