

Assessment Criteria: Elevator Pitch

Student Names: _____

Date: _____

Using the following criteria, assess whether the students met each one.

	3 Exceeds Expectations	2 Meets Expectations	1 Needs Improvement	Evaluation/ Comments
Performance <i>(Appearance, confidence, posture, speaks clearly)</i>	Speech looks rehearsed and they maintain eye contact with the audience.	Speech looks somewhat rehearsed and maintains eye contact most of the time.	Speech does not look rehearsed and makes no eye contact.	
Presentation <i>(clear, concise, understandable)</i>	Applies strong use of persuasive verbal, non-verbal, and written communication.	Applies the use of persuasive verbal, non-verbal, and written communication.	Shows a limited or minimal grasp of the use of verbal and written communication.	
Content <i>(Integrates analysis of competitive advantage, demand, prices, and profit in support of their position)</i>	Demonstrate a deep understanding of competitive advantage, demand, prices, and profit that supports their position.	Demonstrate an understanding of competitive advantage, demand, prices, and profit that supports their position.	An understanding of competitive advantage, demand, prices, and profit is beginning to develop in support of their position.	
Timing <i>(appropriate time length)</i>	Within time limit.	Goes 5 seconds over or under time limit.	Goes 10 seconds over or under time limit.	
Overall	Overall, exceeds expectations for an excellent elevator pitch	Overall, meets most expectations for a good elevator pitch	Overall, elevator pitch needs improvement	

Total Score: ____ / 15

Additional comments: