



# KnoPro Final Pitch Checklist

**1-Problematic; 3-Promising; 5-Professional**

*Judges: Please rate each of the following, on a scale of 1-5, then add up the numbers for a final score.  
Students: Use the Checklist to plan and review your 3-5 minute video pitch of your idea.*

## Introduction

Score \_\_\_/5

- Introduces team/self
- Uses a "hook" to engage viewer (such as an image, anecdote, or quote)

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## Communication

Score \_\_\_/5

- Presents in a clear and organized manner that serves the purpose of the message, context, and audience
- Applies persuasive and engaging techniques in pitch, using various visual aids to support and explain the solution and process

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## Purpose (*addresses the problem*)

Score \_\_\_/5

- Provides a summary of the Challenge that shows in-depth understanding of the specific problem and a target audience
- Supports insights with evidence (from research, experts, surveys) that emphasizes the importance of the problem and its impact
- Shows how product, business, or campaign solution clearly addresses the problem and audience

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## Results (*will have an impact*)

Score \_\_\_/5

- Uses relevant evidence to support the potential impact of the idea
- Demonstrates use of an iterative process (prototyping and testing) and shares how mentor/user feedback and data helped inform the prototypes
- Clearly shows and explains the solution

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## Originality (*is unique*)

Score \_\_\_/5

- Creates a solution that is unique or adds to an existing solution in a clever way
- Represents ideas in an imaginative way

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**FINAL SCORE (add the points) \_\_\_/25**

Comments (Optional)

