

Five Page Pitch Brief Rubric

EARNED POSSIBLE

INTRO

Clear, concise, and persuasive Intro: 2

MISSION

Clear expression of Mission: 1

MARKET

Clear definition and size of market/problem/opportunity: 2

Evidence/analysis to support problem/opportunity: 1

Estimate/evidence/analysis for size of Market: 1

Description/analysis of key competitive/impact dynamics: 1

METHOD

Clear description of venture's product/service: 1

Evidence/analysis to support product/service: 1

MAGIC

Clear description of the product/service advantage: 1

Evidence/analysis to support product/service advantage: 1

MODEL

Description of Value proposition: 2

Evidence/Analysis to support Value proposition: 1

Description of and evidence for key costs: 1

Description of and evidence for key revenue stream(s): 1

MILESTONES

Clear outline of milestones: 1

Reasoning behind milestones, uncertainties & de-risking: 1

MORTALS

Clear description of individuals involved: 1

Evidence to support individuals involved: 1

MONEY

Clear expression of funding and terms desired: 1

Evidence/analysis to support this request: 1

MIRACLE

Clear explanation of venture's future exit or impact: 1

Evidence/analysis to support the value of this exit/impact: 1

TOTAL

0 25

