

Elevator Pitch Rubric

	5	3	1	0	Score
Hook Statement	Present and made me want to hear more	Present but doesn't excite me	Present but makes me NOT want to hear more	Not present	
Functionality of Final Product	Clearly defined product and expectations	Somewhat clear but too many details missing	Unclear, missing most details of what product does/will do	Not explained at all	
Uniqueness	Very unique, keeps the listeners attention	Somewhat unique but also somewhat standard	Barely unique, mostly standard	Standard pitch, nothing unique	
Closing	Ends nicely	Ending is okay	End is unclear	Not present	
Tone and Attitude	Clear and strong voice, personable tone	A little too loud or too quiet or slightly off appropriate tone	Much too loud or way too quiet or an inappropriate tone	Very loud, very quiet, rude or condescending tone	
Grammar	Correct	Mostly correct	Many errors	Very poor	
Length	30 sec to 2 min	0 - 30 sec OR 2 min - 2:30	Less than 30 sec OR 2:30 to 3 min	Over 3 min	

Total (35 max)
