ETX High School Idea Challenge:
Phase 1 Pitch Video Rubric

1	2	3	4	5	6	7	8	9	10
Needs Improvement			**Average**			**Exceptional**			
Minimal effort; unclear or incomplete elements.			Basic understanding: some clarity but lacks depth or evidence.			Clear, creative, and well-supported; demonstrates strong entrepreneurial thinking.			

Criterion	Description
Pain/Problem and Scope Clearly Identified	Was the problem clearly defined with a specific scope and impact? (Evidence: States a clear problem, identifies who is affected, and conveys urgency.
Current Solution(s) Clearly Identified	Were existing solutions (if any) clearly described, including their shortcomings? (Evidence: Names specific solutions or lack thereof and why they fail.
Proposed Solution and Why It Is Better Clearly Presented	Was the solution clearly explained, with a compelling reason it's better (UVP)? times by 50%, saving 500 students 10 minutes daily").

Total Points: 30

Additional Comments: (Note strengths, areas for improvement, or specific examples from the video.)