ETX High School Idea Challenge:
Phase 2 Pitch Competition

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
Lean Canvas Use and Problem Definition	Did the team effectively use the Lean Canvas to map out their venture? Was the problem they're solving clearly defined, significant (in terms of impact or value), and supported by evidence or examples?
Customer Segments and Desirability	Did the team identify specific customer segments and show that people want their solution (desirability)? Was there evidence (e.g., interviews, surveys, or observations) to validate customer interest?
Unique Value Proposition and Solution	Did the team articulate a compelling unique value proposition (UVP) that sets their idea apart? Was the solution clearly described and feasible, with a basic prototype or example?
Channels and Market Strategy	Did the team outline clear, realistic channels to reach customers (e.g., social media, school events)? Was there a basic plan for revenue streams or sustainability (e.g., sales, donations for nonprofits)?
Validation and Iteration	Did the team test their idea through simple experiments (e.g., surveys, prototypes, or feedback)? Did they show how they adjusted their idea based on what they learned (iteration or pivot)?
Feasibility and Next Steps	Did the team present a feasible plan for moving forward, including next steps in their validation journey? Does the idea inspire confidence in its potential to work?
Presentation Structure and Clarity	Did the presentation follow a logical sequence, using the Lean Canvas as a guide? Was the idea conveyed clearly, avoiding jargon and explaining terms as needed?
Engagement and Visual Aids	Were the speakers engaging and knowledgeable, effectively answering questions? Did visual aids (e.g., Lean Canvas diagram, slides) enhance the presentation, being clear, concise, and professional?

Total Points: 80