

RESOURCE 4: RUBRIC FOR FEEDBACK

Use the Rubric below provided to each student in order to capture feedback on every presentation.

Note: The rubric can be adapted by teachers.

Criteria	Mark out of 10	Comments
Problem clearly identified and explained		
Value proposition explained		
Clear link between value proposition and defined customer segment/s		
Does the business idea solve the problem identified?		
Clear articulation of competitive advantage of product/service		
Clear explanation of how the product or service will be accessed and used by the customers		
Was communication clear and meet the expectation of the audience?		
Use of persuasive techniques in presentation		
Non-verbal communication and visual cues aligned to presentation		
A convincing presentation that captured attention throughout		
Total Score (out of 100)		