

Academy Imaging Shark Tank Session Rubric

Panelists will provide scores on the following sections:	1	2	3	4	5
Presentation Content: <ol style="list-style-type: none"> 1. Opening: Captures interest from the beginning 2. Problem: Conveys a real and understandable problem. 3. Market: Explains the size and impact of the problem. 4. Solution: Provides a practical solution to the problem. 5. Product: Explains the product and how it solves the problem and addresses the market. 6. Competition: Understands the competition. 7. Competitive Advantages: Conveys how the product is better and what protective measures are in place to maintain intellectual property and an edge over the competition. 8. Team: Introduces the team and conveys areas of strength. 9. Business Model: Explains how the product can make money and why an investment is needed. 10. Closing: Closes in a manner that can be remembered and ends with a slide of interest while taking questions. 					
Presentation Delivery: <ol style="list-style-type: none"> 1. Confidence: Speaker appears well prepared and self-assured but not arrogant. 2. Conversational Delivery: The pitch does not appear memorized, avoids fillers (e.g. “um”), good volume. 3. Expertise: Speaker appears to know his/her stuff. 4. Engagement: Speaker enthusiastic and used eye contact, gestures, and movement to keep audience engaged. 5. Volume: Speaker is easy to hear and changes in tone are appropriate. 6. Pace of delivery: Easy to follow and utilizes time effectively. 7. Movement: Gesture and physical movement support the delivery. 8. Time Management: Stays within allotted time. 9. Slides Completeness: Conveys all information in suggested presentation format. 10. Slide Appearance: Slides look professional with eye catching good color choices, formatting, font size, logo and animations. 					
Question & Answer Session: <ol style="list-style-type: none"> 1. Poise: Speaker maintains composure and invites questions. 2. Engagement: Speaker engages the audience, especially panelists and those that ask questions. 3. Clarity: Speaker works to understand the questions and answers in a concise manner. 4. Grace: Speaker exhibits refinement, acknowledges good questions, and is polite to everyone. 5. Knowledge: Speaker exhibits a detailed understanding of the product and business model. 					
Immediate Overall Impression:					

Total Score: _____ Team Name: _____

Scoring for each of the 4 sections will utilize a Likert scale with scores ranging from 1-5 for each session. The final score from each panelist will therefore range from 4 to 20. The sum of the scores from all judges will be used to determine the final score for each presentation. The presentation with the highest score will be the winner.

Likert grading scale:

1 = Below Average

2 = Average

3 = Good

4 = Very Good

5 = Excellent

Additional Notes & Comments: