

# Academy Imaging Shark Tank Session Rubric

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

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:**