

Shark Tank Presentation Rubric

Category	Mastery	Target	Needs Development
Speech:		confidence, clear enunciation, connects with audience on a personal level, has energy, is respectful, maintains eye contact, is positive, responds authoritatively but respectfully to questions, no fidgeting, is dressed appropriately	
Props		has working kit, shows evidence of hard work and preparation, uses kit effectively and attractively, can explain how it works, has examples of outside interest available	
Content		presents problem and how kit is a solution, has command of details and facts about kit and about problem/solution, knows about competitors, the pitch is clear in that says what team wants and why it matters	
Outreach		shows there is an outside interest in product - has a prospective audience, endorsements, social buzz, can project success, has a clear goal	