

2022 Innovation in Action Competition Pitch Rubric

Project Title:							
Student(s):							
Criteria		Comments					
Practicality <ul style="list-style-type: none"> - Does the pitch identify a clear need and intended user? - Is the invention a good idea? Is it useful? 	0	1	2	3	4	5	
Background Knowledge <ul style="list-style-type: none"> - How well do the inventors use research and scientific analysis in explaining how their invention works? - Did the inventors perform a patent search? - Was the focus of the technical background explaining basic concepts, or explaining how the product functions and differs from those already existing? 	0	1	2	3	4	5	
Iterative Design Process <ul style="list-style-type: none"> - Did the inventors consider multiple solution pathways and justify their solution choice? - Did they iterate on their original idea? - Do they have a meaningful mock-up or prototype(s)? 	0	1	2	3	4	5	

<p>Creativity</p> <ul style="list-style-type: none"> - How is the product creative or novel? - What makes it different from other currently available products? 	<p>0 1 2 3 4 5</p>	
<p>Marketability</p> <ul style="list-style-type: none"> - Who will use and/or buy the product? - How motivated will this audience be to buy a new product or solution? 	<p>0 1 2 3 4 5</p>	
<p>Social Responsibility</p> <ul style="list-style-type: none"> - Does the product better society in some way? - Did the inventors consider the environmental impacts and life cycle of the invention, including disposal and materials? 	<p>0 1 2 3 4 5</p>	
<p>The Pitch</p> <ul style="list-style-type: none"> - Are the inventors passionate? - How well was the idea communicated? - Did the pitch leave you wanting to learn more? 	<p>0 1 2 3 4 5</p>	
<p>Manufacturing</p> <ul style="list-style-type: none"> - Did the inventors consider how the product would be made? - How would the prototype be modified for production? 	<p>0 1 2 3 4 5</p>	
<p>Final Score & Comments</p>		

This rubric was adapted from Georgia Tech's K-12 Inventure Competition Rubric, <http://k12inventure.gatech.edu/>