

	Excellent: 5 Points	Above Average: 4 Points	Meets Expectations: 3 Points	Minimal: 2 Points	Unsatisfactory: 1 Point
<p>Business Idea Did the video include the business idea? Do they describe the idea? (Description of idea: product, service, or invention)</p>	The business idea and description of the idea was thoroughly explained. The video went above and beyond to identify this component. The idea should move to final round.	The business idea was effectively communicated and described.	The video sufficiently included both the business idea and description of the business.	The business idea was included, but not described in the video.	The business idea was not included in the video, nor was it described in the video.
<p>Value Proposition Did the video identify a problem and offer a solution to the problem?</p>	The problem and solution to the problem was thoroughly explained, detailed, and well-thought-out. The video went above and beyond to identify these components. The idea should move to final round.	The video effectively communicated a problem and a solution to the problem.	The video sufficiently identified both the problem and solution to the problem.	The problem was identified in the video, but the video did not offer a solution.	The problem was not identified, nor did the video offer a solution to the problem.
<p>Customer Did the video state/address a customer?</p>	The video thoroughly communicated the target customer and went above and beyond in identifying this component. The idea should move to final round.	The video effectively communicated the customer.	The video sufficiently stated/addressed a customer.	The video vaguely stated/addressed a customer.	The video did not state/address a customer.
<p>Prototype Did the video include a prototype, a picture of the prototype, or identify the means of business (for example: building or website)?</p>	The video did include a prototype, picture of prototype, or identify their means of business. The video went above and beyond in completing this component. The idea should move to final round.	The video effectively included a prototype, picture of prototype, or identified their means of business.	The video sufficiently included a prototype, picture of prototype, or identified their means of business.	The video vaguely included a prototype, picture of prototype, or identified their means of business.	The video did not include a prototype, picture of prototype, or identify their means of business.
	5 Points	4 Points	3 Points	2 Points	1 Point

	Excellent: 5 Points	Above Average: 4 Points	Meets Expectations: 3 Points	Minimal: 2 Points	Unsatisfactory: 1 Point
<p>Video Quality Is the video clear in effectively communicating the idea?</p>	The video went above and beyond to clearly communicate the idea. The idea should move to final round.	The video effectively communicated the idea.	The video sufficiently included both the business idea and description of the business.	The video was vaguely clear at effectively communicating the idea.	The video was not clear, and it did not effectively communicate the idea.
<p>Sound/Audio Quality Is the sound/audio clear and effectively communicating the idea?</p>	The audio was clear and concise and played a role in effectively communicating the idea.	The audio was clear and concise.	The audio was sufficient and therefore had no effect on communicating the idea.	The audio was somewhat clear but lacked communication of the idea due to the audio quality.	The audio was not clear and therefore did not communicate the idea.
<p>Overall Score Should this idea move to the final round of the competition?</p>	Absolutely, great idea. Should move to final round. 5 Points	The idea is above sufficient, and well-thought-out. 4 Points	The idea is sufficient. 3 Points	The idea is vague and needs further development. 2 Points	No, the idea should not be moved to the final round. 1 Point