

IgniteWV Round 1 Scoring Rubric

	Excellent	Above Average	Meets Expectations	Minimal	Unsatisfactory
<p>Business Idea Did the video include the business idea? Do they describe the idea? (Description of idea: product, service, or invention)</p>	<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.</p> <p style="text-align: center;">5 points</p>	<p>The business idea was effectively communicated and described.</p> <p style="text-align: center;">4 points</p>	<p>The video sufficiently included both the business idea and description of the business.</p> <p style="text-align: center;">3 points</p>	<p>The business idea was included, but not described in the video.</p> <p style="text-align: center;">2 points</p>	<p>The business idea was not included in the video, nor was it described in the video.</p> <p style="text-align: center;">1 point</p>
<p>Value Proposition Did the video identify a problem and offer a solution to the problem?</p>	<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.</p> <p style="text-align: center;">5 points</p>	<p>The video effectively communicated a problem and a solution to the problem.</p> <p style="text-align: center;">4 points</p>	<p>The video sufficiently identified both the problem and solution to the problem.</p> <p style="text-align: center;">3 points</p>	<p>The problem was identified in the video, but the video did not offer a solution.</p> <p style="text-align: center;">2 points</p>	<p>The problem was not identified, nor did the video offer a solution to the problem.</p> <p style="text-align: center;">1 point</p>
<p>Customer Did the video state/address a customer?</p>	<p>The video thoroughly communicated the target customer and went above and beyond in identifying this component. The idea should move to final round.</p> <p style="text-align: center;">5 points</p>	<p>The video effectively communicated the customer.</p> <p style="text-align: center;">4 points</p>	<p>The video sufficiently stated/addressed a customer.</p> <p style="text-align: center;">3 points</p>	<p>The video vaguely stated/addressed a customer.</p> <p style="text-align: center;">2 points</p>	<p>The video did not state/address a customer.</p> <p style="text-align: center;">1 point</p>

<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>	<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.</p> <p>5 points</p>	<p>The video effectively included a prototype, picture of prototype, or identified their means of business.</p> <p>4 points</p>	<p>The video sufficiently included a prototype, picture of prototype, or identified their means of business.</p> <p>3 points</p>	<p>The video vaguely included a prototype, picture of prototype, or identified their means of business.</p> <p>2 points</p>	<p>The video did not include a prototype, picture of prototype, or identify their means of business.</p> <p>1 point</p>
<p>Video Quality Is the video clear in effectively communicating the idea?</p>	<p>The video went above and beyond to clearly communicate the idea. The idea should move to final round.</p> <p>5 points</p>	<p>The video effectively communicated the idea.</p> <p>4 points</p>	<p>The video sufficiently communicated the idea.</p> <p>3 points</p>	<p>The video was vaguely clear at effectively communicating the idea.</p> <p>2 points</p>	<p>The video was not clear, and it did not effectively communicate the idea.</p> <p>1 point</p>

<p>Sound/Audio Quality Is the sound/audio clear and effectively communicating the idea?</p>	<p>The audio was clear and concise and played a role in effectively communicating the idea.</p> <p>5 points</p>	<p>The audio was clear and concise.</p> <p>4 points</p>	<p>The audio was sufficient and therefore had no effect on communicating the idea.</p> <p>3 points</p>	<p>The audio was somewhat clear but lacked communication of the idea due to the audio quality.</p> <p>2 points</p>	<p>The audio was not clear and therefore did not communicate the idea.</p> <p>1 point</p>
<p>Ask Did the team clearly articulate an ask? It does not have to be a number but specify what the team needs to start or grow their business.</p>	<p>The video thoroughly communicated the ask and went above and beyond in identifying this component. The idea should move to final round.</p> <p>5 points</p>	<p>The video effectively communicated their ask.</p> <p>4 points</p>	<p>The video sufficiently stated/addressed an ask.</p> <p>3 points</p>	<p>The video vaguely stated/addressed an ask.</p> <p>2 points</p>	<p>The video did not state/address an ask.</p> <p>1 point</p>
<p>Overall Score Should this idea move to the final round of the competition?</p>	<p>Absolutely, great idea. Should move to final round.</p> <p>5 points</p>	<p>The idea is above sufficient, and well-thought-out.</p> <p>4 points</p>	<p>The idea is sufficient.</p> <p>3 points</p>	<p>The idea is vague and needs further development.</p> <p>2 points</p>	<p>No, the idea should not be moved to the final round.</p> <p>1 point</p>