

DESIGN&PITCH CHALLENGE

PROTOTYPE TO PROFIT: RUBRIC

GRADING RUBRIC

	Getting Started	Improving	Good	Excellent
Describe your selected product.	We did not describe our selected product or how it works.	We described our selected product and how it works. We did not explain, in detail, the math/science of how it works.	We described our selected product and the math/science of how it works. Our explanation of the math/science left out important details.	We described our selected product and the math/science of how it works. Our explanation of the math/science contained all necessary information .
Describe your customers.	We did not describe our target customers. We did not describe why they would want to buy our selected product.	We described our target customers and why they would want to buy our selected product. We did not describe how many customers are likely to buy our selected product.	We described our target customers and why they would want to buy our selected product and how many are likely to buy our selected product. We did not justify our customer estimate.	We described our target customers and why they would want to buy our selected product and how many are likely to buy our selected product. We justified our customer estimate.
Describe your expected business expenses.	We did not describe our business expenses and we did not represent them algebraically.	We described our expenses and represented them algebraically. We did not define our variables or our expression was not accurate.	We described our expenses and represented them algebraically. We defined all variables and our expression was accurate. We did not include one or more expenses.	We described our expenses and represented them algebraically. We defined all variables and our expression was accurate. We included all expenses.
Describe your expected revenue.	We did not describe our revenue sources and we did not represent them algebraically.	We described our revenue sources and represented them algebraically. We did not define our variables or our expression was not accurate.	We described our revenue sources and represented them algebraically. We defined all variables and our expression was accurate. We did not include one or more revenue sources.	We described our revenue sources and represented them algebraically. We defined all variables and our expression was accurate. We included all revenue sources.
Show how and when your business will make a positive profit.	We did not describe our business model and we did not use equations and graphs to show when our business will make a positive profit.	We described our business model. We did not use equations and graphs to show when our business will make a positive profit, or our equations and graphs were not accurate.	We described our business model and used equations and graphs to show when our business will make a positive profit. Our equations and graphs contained only minor errors.	We described our business model and used equations and graphs to show when our business will make a positive profit. Our equations and graphs contained no errors.

