

Venture: Entrepreneurial Expedition®

Your Business Snapshot



NAME _____

DATE _____

EXAMPLE PITCH

I am starting a business, Brander, that makes online t-shirt ordering easier for companies. This mobile app is easily accessible for on-the-go t-shirt delivery for young business owners to brand their companies. The company aims to supply t-shirts quickly to its customers for their business branding.

Category	10 points	5 points	0 point	SCORE
Intro/Hook	You introduced yourself in a way that showed some relevance and was memorable in some way.	You said your name and there is some attempt to create an intro. There was nothing unique or creative about the intro.	Forgot to introduce yourself, and started with info right away.	
Aspiration/Goals	I can understand your aspirations and goals. They motivate me as well.	Your goals and aspirations are too narrow or not relevant to most audiences.	I have no idea what your goals are for your company.	
Realistic	You have realistic expectations and have presented information that you have a specific plan of how to reach your goals.	You have realistic goals but do not have a specific plan of how to reach these goals.	Your goals seem either too specific or too ambiguous.	
Closing/Invitation	You offered a way for me to connect with you and invited me to continue.	You asked me for my name and information but it seemed less than compelling.	You forgot to ask me for anything.	
Clarity	Clear, left nothing to question.	I understand the basics of your business, but was unclear on some of your points.	I don't understand your business as it was explained to me.	
Length	Very good, but you need to try and get it down to 5 sentences or 60 seconds.	It needs to be 25% shorter or longer.	Way too short or too long by 50% or more	

Total Points out of 60: _____

STUDENT RUBRIC

Name of Student Presenting: _____

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