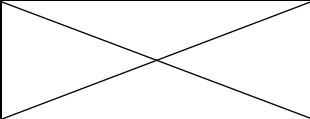
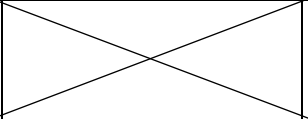


## 2022-2023 “Shark Tank” Initial Panel Review Rubric

Category \ Score	1	2	3	4	5
<b>Knowledge &amp; Understanding</b> <ul style="list-style-type: none"> <li>- Identifies the problem &amp; audience</li> <li>- Demonstrates understanding of challenges faced</li> <li>- Meets a need &amp; enhances quality of life</li> </ul>	Little or no identification of problem/need; Little or no demonstration of understanding, knowledge, or impact of problem	Some knowledge &/or understanding of problem/challenge Superficial demonstration of impact of problem	Adequate knowledge & understanding of problem/challenges faced by audience Adequate demonstration of the impact of problem	Very good knowledge & understanding of problem identified & implications of the impact on the quality of life	Excellent knowledge & understanding of the problem and its impact on the need & quality of life of the target audience
<b>Design Thinking</b> <ul style="list-style-type: none"> <li>- Simplicity of design &amp; use</li> <li>- Maximizes independent use</li> <li>- Demonstrates a positive impact</li> <li>- Demonstrates research</li> </ul>	Superfluous attempt to address design criteria	Some attempt to address design criteria	Adequate demonstration of how the design meets the criteria	Very good integration of design criteria in a logical manner	Effective integration of design criteria Excellent presentation of impact of design to accomplish goal
<b>Testing</b> <ul style="list-style-type: none"> <li>- Demonstrates methodology &amp; sample size</li> <li>- Demonstrates impact of data collected</li> </ul>	Superficial testing Little or no evidence of sample size No demonstration of use of data  (0-1 people tested product)	Some testing Some evidence of sample size Limited attempt to use data to impact design  (2-3 people tested product)	Adequate evidence of testing & sample size Some attempt to demonstrate use of data on design  (3-5 people tested product)	Strong, clear & appropriate testing Appropriate sample size Clear demonstration of impact of data on design (5-10 people tested product)	Compelling evidence of testing & sample size Compelling demonstration of impact of data on design (10+ people tested product)
<b>Market Demand</b> <ul style="list-style-type: none"> <li>- What are the benefits</li> <li>- What makes the product unique &amp; innovative</li> <li>- Analysis of cost (time &amp; money) vs benefit</li> </ul>	Little or no evidence of benefits, uniqueness, or cost/benefit analysis	Superficial evidence of benefits Limited cost/benefit analysis	Adequate evidence of benefit Adequate cost/benefit analysis	Good evidence of benefits, uniqueness & innovation Good cost/benefit analysis	Compelling evidence of benefits, uniqueness & innovation Compelling analysis of cost vs. benefit
<b>Presentation</b> <ul style="list-style-type: none"> <li>- Clear, logical, relevant</li> <li>- Engages the audience</li> </ul>	Not understandable, no sequence of information, not engaging		Some attempt at logical sequencing & relevance Somewhat engaging		Info presented in a logical & interesting sequence

