2022-2023 "Shark Tank" Initial Panel Review Rubric

Category \ Score	1	2	3	4	5
Knowledge & Understanding - **Identifies the problem & audience** - **Demonstrates understanding of challenges faced** - **Meets a need & enhances quality of life**	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
Design Thinking - **Simplicity of design & use** - **Maximizes independent use** - **Demonstrates a positive impact** - **Demonstrates research**	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
Testing - **Demonstrates methodology & sample size** - **Demonstrates impact of data collected**	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 date 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)
Market Demand - **What are the benefits** - **What makes the product unique & innovative** - **Analysis of cost (time & money) vs benefit**	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
Presentation - **Clear, logical, relevant** - **Engages the audience**	Not understandable, no sequence of information, not engaging		Some attempt at logical sequencing & relevance Somewhat engaging		Info presented in a logical & interesting sequence