NEXTFLEX
FLEXFACTOR

Business 004: Scoring Rubric for FlexFactor Project Presentations

CONTENT

	5	3	1
-Product Overview	5	3	1
-Value Proposition	5	3	1
-Underlying Technology	5	3	1
-Applications	5	3	1
-Target Market	5	3	1
-Competitive Advantage (secret sauce)	5	3	1
-Go-to-Market Strategy	5	3	1
-Financials	5	3	1

PRESENCE   5   3   1
-Eye contact
-Poise / body language
-Team's professional attire / physical organization

LANGUAGE SKILLS   5   3   1
-Appropriate vocabulary and grammar
-Enunciation (rhythm / pacing, intonation)
-Volume (spoken loud enough to hear easily)

FAMILIARITY WITH THE PRODUCT   5   3   1
-Pertinence (relevant to topic)
-Depth of commentary
-Spoken, not read
-Able to answer questions
-Demonstrate the understanding of target market

OVERALL IMPRESSION   5   3   1
-Very interesting / very boring
-Pleasant / unpleasant to listen to
-Very good / poor communication

Scoring: You will be evaluated as a team.
5: Met all the criteria listed under the category.
3: Met more than half of the criteria; some team members or the content of the slides did not fulfill the criteria.
1: Met minimum criteria either in terms of content or team members' performance.

TEAM _____   **TOTAL SCORE _____/60**