

## HS Competition: SLO to Evaluation Rubric Crosswalk

Knowledge or Skill Area	Student Learning Objectives	Evaluation   Scored on a scale of 1-5 for each element.	MAX Score	
Written and Verbal Communication	Communicate a clear, concise, and persuasive business pitch that effectively conveys key ideas, addresses potential concerns, and engages the intended audience.	VOICE: Clearly articulates words in order to be understood by the audience	25	
		NON-VERBAL: Dress, demeanor, and hand gestures support verbal messaging		
		CHARISMA & STORYTELLING: Mode of address is appropriately energetic and positive in order to motivate the audience to want to learn more or invest in the idea in some way		
		LOGIC: Thoughts are presented in a logical sequence with ideas and concepts connected to one another throughout the pitch		
		CORRECT: Written communication is free of grammar and spelling errors		
Curiosity and Perseverance & Critical Thinking and Problem Solving	Design a business model by asking questions, making sense of problems by interpreting and analyzing data, and constructing and critiquing explanations.	Problem Definition	IDENTIFICATION: Pitch identifies a specific problem experienced by customers or the community at large that can be addressed at a tactical level (i.e. “roadside liter” vs. “pollution”)	25
			DEFINITION: The problem’s major impacts, scope, effects, or ramifications are explained in sufficient detail to know why it matters to people	
			UNDERSTANDING: Current solutions to the problem are known and described	
			SEGMENTATION: The idea is designed to assist a specific set of targeted people (or companies in the case of a B2B offering), which are identified by their demographics, geography, psychographic profile, and/or behavioral practices	
			APPLICATION: The idea proposed addresses a root cause or mitigates a major effect of the identified problem	
	Design a solution to a complex real-world problem by developing and using models, managing resources, and evaluating the impact of decisions through computational thinking.	Solution Creation	FEASIBILITY: The solution could be implemented with known technology given reasonable assumptions about resource availability (i.e. not “antigravity boots” or “if I had \$100M”)	25
			INNOVATION: The idea is novel, novel in its application, or improves upon existing ideas in a significant way	
			STRATEGY: The idea provides a competitive advantage in the marketplace on the basis of price, differentiation, or focus	
			RETURN: The idea is likely to be sustainable (nonprofit) or profitable	
			SCALABLE: The solution shows potential to become scalable across a wide market	
Information Literacy and Research & Effective Reading Comprehension	Complete appropriate research to apply to their understanding of a business model.	STATISTICS: Cite one statistic from a reputable source that supports the problem statement or business idea	25	
	Analyze and comprehend informational texts to apply to their business model.	INTERVIEWS: Cite one finding collected by interviewing a potential customer, competitor, or industry expert beyond friends and family		
		EXPERTISE: Cite one written source of expert information supporting the business model such as from an industry expert, government agency, or business association		
		TRANSLATION: Research presented in the verbal pitch is communicated effectively with an effort made at ensuring comprehension (i.e. “1 in 5 people have this problem” vs. 19.85%)		
		EFFECTIVENESS: Cited research enhances and supports key claims in the business model		