

Elevator Pitch Rubric**Name:**

High Average Low

1	Who you are and your business name	5	4	3	2	1
2	Explain what the business is	5	4	3	2	1
3	Communicate your Unique Selling Proposition (USP)	5	4	3	2	1
4	End with a follow-up question	5	4	3	2	1
5	Articulation, flow, and memorized speech	5	4	3	2	1

Length of Speech (min. 30-60 seconds. -3 pts. If over or under by 5 seconds.):

Total: /25

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