



EXECUTIVE SUMMARY RUBRIC

	1	3	5	Score
Problem	Unsure of problem. Does not meet actual pain points for users. Does not consider point of view of users. Little understanding of the nature of the issues. No data to support.	Identifies a problem. Attempts to meet a pain point of users. Displays understanding of the context. Mentions data to support claims.	Identifies a real and significant problem based on explicitly identified data. Clearly explains the pain points for end-users. Displays a deep understanding of the context and nature of the issues.	
Solution	Solution does not satisfy the needs of the problem described. No explanation of the user experience. No mention of the greater transport ecosystems.	The solution is explained in terms of a user experience. The solution meets a user need, at least in part, in line with the problem identified.	Clearly presents a solution that meets the needs of an end-user. Comprehensively explains the user experience in terms of solving the problem(s). Demonstrates an understanding of how the solution fits into a sector of the transport ecosystem.	
Sustainability	Little to no mention of financial, social or environmental sustainability. Scarce mention of any benefits of the solution.	Considers benefits and costs of the solution in terms of either <i>financial</i> , <i>social</i> or <i>environmental</i> impact (one of).	Presents an analysis of sustainability that explicitly considers <i>financial</i> , <i>social</i> and <i>environmental</i> benefits and costs (all three).	
Opportunity	Solution is not unique or novel. No competitive advantage. Existing solutions are not referred to. No mention of market or target end-user.	Mentions possible impact using numbers. Gives reasons for why product or service will have impact.	Demonstrates an extensive understanding of potential users and market size backed by data. Refers to competitors and demonstrates competitive advantage of own solution including why the solution is unique or novel.	
Technology	Little to no consideration of technologies used to prototype or complete the project. Solution is expected to be prototyped, manufactured or scaled as if by magic.	Provides a description of the technologies used to prototype the product or service. Displays some understanding of the technologies required to complete the project.	Provides a clear explanation of the technology beneath the hood. Shows an understanding of technologies and methods required to move from prototype to scalable product or service.	
Writing	Writing style is unprofessional. Ten or more grammatical, punctuation and spelling errors. Half a page or less of writing. Poor structure.	Less than seven grammatical, punctuation and spelling errors. Semi-professional writing style.	Grammatically correct. Clear structure and readability. Persuasive tone that conveys a sense of urgency.	
Presentation	Report does not consider visual structure and aesthetics and this impacts readability. No graphics are used or don't support the summary.	Report is structured in a way that is easily readable. Two pages are used. One or more graphics are used that support the summary.	Report shows consideration of visual structure, aesthetics and readability. Inclusion of one or more graphics that convey the product or service and provide information visually.	
Background	Little to no explanation of the relevance of the ideas to the team. Team not introduced. Product or service name not given or doesn't consider marketability.	Well considered product or service name. Some concept of branding developed. Team introduced.	Introduces effective product/service name and branding. Introduces the team and their roles with an emphasis on team strengths, background or relevance to this project.	
Total				/40

PITCH RUBRIC

	1	3	5	Score
Problem	Unsure of problem. Does not meet actual pain points for users. Does not consider point of view of users. Little understanding of the nature of the issues. No data to support.	Identifies a problem. Attempts to meet a pain point of users. Displays understanding of the context. Mentions data to support claims.	Identifies a real and significant problem based on explicitly identified data. Clearly explains the pain points for end-users. Displays a deep understanding of the context and nature of the issues.	
Solution	Solution does not satisfy the needs of the problem described. No explanation of the user experience. No mention of the greater transport ecosystems.	The solution is explained in terms of a user experience. The solution meets a user need, at least in part, in line with the problem identified.	Clearly presents a solution that meets the needs of an end-user. Comprehensively explains the user experience in terms of solving the problem(s). Demonstrates an understanding of how the solution fits into a sector of the transport ecosystem.	
Sustainability	Little to no mention of financial, social or environmental sustainability. Scarce mention of any benefits of the solution.	Considers benefits and costs of the solution in terms of either <i>financial, social</i> or <i>environmental</i> impact (one of).	Presents an analysis of sustainability that explicitly considers <i>financial, social</i> and <i>environmental</i> benefits and costs (all three).	
Opportunity	Solution is not unique or novel. No competitive advantage. Existing solutions are not referred to. No mention of market or target end-user.	Mentions possible impact using numbers. Gives reasons for why product or service will have impact.	Demonstrates an extensive understanding of potential users and market size backed by data. Refers to competitors and demonstrates competitive advantage of own solution including why the solution is unique or novel.	
Technology	Little to no consideration of technologies used to prototype or complete the project. Solution is expected to be prototyped, manufactured or scaled as if by magic.	Provides a description of the technologies used to prototype the product or service. Displays some understanding of the technologies required to complete the project.	Provides a clear explanation of the technology beneath the hood. Shows an understanding of technologies and methods required to move from prototype to scalable product or service.	
Prototype	No prototype or model to show. Idea of a prototype is only discussed with no visuals to support.	A prototype or model of the product or service is presented. The prototype supports the audience's understanding of the product or service.	A prototype or model of the product or service is presented. Prototype enhances the audience's understanding of the product or service by helping to demonstrate the experience of an end user. A clear understanding of how the final product or service will differ to the prototype is given.	
Speaking	The presenters speaks rote from the words on the slides. Speaking is not clear and the presenter is disorganised.	The presenters demonstrate preparation and are organised to present. Communication is clear and logical.	Presenters are well rehearsed and organised, and have command of the audience. Use of professional language and appropriate tone. Use of eye contact and clearly projected voice.	
Presentation	Slides are not logically ordered. They are visually cluttered or incomplete.	The pitch deck is logically ordered and support the presenters. Text is kept to a minimum but supports what is spoken. Some visuals are used to support the presentation.	The pitch deck is well structured, logically ordered and supports the compelling arguments of the speakers. Written ideas are concise and there is no clutter in the slides. Text is large and legible. Visuals support the presentation. A maximum of ten slides are used.	
Background	Little to no explanation of the relevance of the ideas to the team. Team not introduced. Product or service name not given or doesn't consider marketability.	Well considered product or service name. Some concept of branding developed. Team introduced but strengths, background or relevance to the project not clearly given.	Introduces effective product/service name and branding. Introduces the team and their roles with an emphasis on team strengths for this project.	

NRMA Future transport challenge

Questions	The team is not able to respond to questions logically to support their case.	The team attempts to respond to questions honestly and logically to support their case.	The team demonstrates a shared understanding of the project and is able to respond to questions professionally, drawing on knowledge and data, in a way that supports and improves their position.	
Total				/50