

SpaceVision 2025 Business Pitch Judging Rubric

University Team:

Name of Business:

Prompt: "Life in Space"

Criteria	Great- 4	Good - 3	Fair - 2	Needs Improvement- 1	#
Problem Identification	<i>Problem is clearly identified, details outside of the prompt are well thought-out. Clearly state which category you are addressing; include backup systems.</i>	<i>Problem is identified, including details outside of the prompt.</i>	<i>Problem is considered, details are lacking somewhat.</i>	<i>Problem is not stated or clearly defined, no details are considered outside of the prompt.</i>	
Solution Potential (Financial)	<i>Solution or business model has great financial potential with potential roadblocks and pitfalls carefully considered.</i>	<i>Solution has good financial potential with most potential issues considered to some extent.</i>	<i>Solution has some financial potential, but potential issues have only received surface-level consideration .</i>	<i>The concept is not financially sustainable, with several obvious issues not receiving any consideration at all.</i>	
Solution Potential (Technology)	<i>Solution relies almost completely on currently existing technology, and any hypothetical technology required could feasibly exist in the next 10-15 years.</i>	<i>Solution relies mostly on currently-existing technology, and any hypothetical technology required could be developed in the next 10-15 years.</i>	<i>Solution relies somewhat on currently-existing technology, and any hypothetical technology required would require at least 20 years of concerted effort to develop.</i>	<i>Solution does not take advantage of any current technology, and any hypothetical technology required is either scientifically impossible to develop or is impractical for the purposes of this scenario.</i>	
Presentation	<i>Presentation is clearly understood without needing many clarifications, able to answer questions easily and additional details.</i>	<i>Presentation is understood, may need some clarifications, able to answer most questions sufficiently.</i>	<i>Presentation is difficult to understand at times, but the concept is mostly understood; answers most questions in some detail.</i>	<i>Concept is not clearly explained or is difficult to understand, unable to answer questions with much detail.</i>	
Originality	<i>Idea is interesting and unique, and doesn't immediately come to mind when reading the prompt.</i>	<i>Idea is fairly unique or is a unique twist on an existing proposal.</i>	<i>Idea takes inspiration from existing proposals but adds a new element.</i>	<i>Idea is fairly obvious or is mostly or entirely based on existing proposals.</i>	

Comments:

Total Score: