

Evaluation Rubric: Dragon's Den Pitch

Name: _____

The following rubric can be used to evaluate the Dragon's Den Pitch to determine the areas that could be improved the most.

E = Emerging: frequent difficulty using language skills; needs a lot more work.

0-8 points = Project element was not successful

D = Developing: some difficulty using language skills; some improvement still required.

9-12 points = Project element was partially successful (at least 50% of the time)

P = Proficient: able to use language skills most of the time; meets average expectations for this level.

13-16 points = Project element was mostly successful (at least 70% of the time)

M = Mastery: exceptional use of language skills; exceeds expectations for this level.

17-20 points = Project element was completely successful (at least 90% of the time)

Criteria	Skill	M	P	D	E
		17-20	13-16	9-12	0-8
Pitch Overview (pair assessment)	Pitch was dynamic, well supported using appealing product design/service description visuals.				
Pitch Coherence (pair assessment)	Pitch was coherent and logically structured, including hook, descriptions/interactions, business data, and appeal/offer for financing—and at the same time maintained well balanced participation between partners.				
Grammar (individual assessment)	Partner spoke grammatically using well-formed phrasal and clausal structures.				
Vocabulary (individual assessment)	Vocabulary and word forms accurately reflect formal and informal language situationally appropriate to a Dragon's Den pitch.				
Pronunciation (individual assessment)	Phonemes, syllable and word stress, and appropriate intonation patterns are accurate.				
TOTAL		/100 %			