

Final Pitch Rubric

Name / Group:

Class Period:

Date:

Category	1 — Beginning	2 — Developing	3 — Proficient	4 — Exemplary	Score
Problem Statement	Does not explain A+ Airways' problem or it is very unclear.	Mentions the client's problem but lacks detail or accuracy.	Clearly explains the client's problem with reference to the RFP.	Explains the problem with precise RFP evidence, audience engagement, and clear context.	
Design Description	Wing design is not described or is unrecognizable.	Wing design is named but description is vague or missing key details.	Clearly describes the wing configuration, shape, and key features with 3D model shown.	Description is detailed and precise; 3D model is integrated smoothly into the explanation.	
3D Model (TinkerCAD)	No 3D model presented.	3D model is shown but does not resemble the wing design or is incomplete.	3D model is complete and clearly represents the wing design.	3D model is accurate, well-proportioned, and team can explain each part of the model.	
Test Data	No prototype test data is presented.	Some test data is presented but average is missing or incorrect.	Presents average glide distance and compares it to the 12.1-foot baseline.	Presents organized trial data, calculated average, clear baseline comparison, and explains what the numbers mean.	
Baseline Comparison	No comparison to baseline is made.	Mentions the baseline but comparison is unclear or inaccurate.	Clearly states how their design compares to the 12.1 ft baseline (better/worse by how much).	Explains the comparison with specific numbers, percentage improvement, and links it back to the RFP requirement.	
Recommendation & Persuasion	No clear recommendation is made.	Makes a recommendation but without evidence or reasoning.	Makes a clear recommendation backed by data and logical reasoning.	Makes a compelling, confident recommendation using multiple forms of evidence and directly addresses why their design is the best choice.	
Organization & Clarity	Presentation is difficult to follow; no clear structure.	Some organization is present but transitions are unclear or sections are missing.	Presentation is organized with a clear beginning, middle, and end; easy to follow.	Presentation flows seamlessly; all components are clearly connected; transitions are smooth and professional.	
TOTAL SCORE (out of 28 points):					

Feedback

Strengths:

Areas for Growth:

Additional Comments: