**Activity 3: Energy Entrepreneurs: Invest in This! JUDGING RUBRIC page 1/1**

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| Team members: Stakeholder Profile:Due by:  |

***Remit this rubric to the investors on pitch day***

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| **CRITERIA** | **LEVEL 1**Does not meet expectations | **LEVEL 2**Minimally meets expectations | **LEVEL 3**Fully meets expectations | **LEVEL 4**Exceeds expectations |
| **VIABILITY OF PRODUCT, SERVICE OR INVENTION (30%)** |  |  |
| Identifies a specific need to be addressed, a gap to be filled or a problem to be solved. |  |  |  |  |
| Describes strategies that produce a positive, lasting impact on their target market.  |  |  |  |  |
| Clearly identifies and describes their target market. |  |  |  |  |
| **CREATIVITY AND INNOVATION (30%)** |  |  |
| Demonstrates a clear action plan. |  |  |  |  |
| Demonstrates creativity and innovation in identifying strategies to meet the need, to fill the gap or to solve the problem. |  |  |  |  |
| **COMMUNICATION AND PURSUASIVENESS (40%)** |  |  |
| Effectively uses evidence from the CER’s visualization tool to support the idea.  |  |  |  |  |
| Effectively uses existing information relating to province or territory of choice to justify the idea. |  |  |  |  |
| Presents a clear, concise, creative and informative sales pitch targeted to the Entrepreneurs.  |  |  |  |  |
| Effectively uses branding (company name, logo, taglines) to present a professional image.  |  |  |  |  |
| Creates a memorable and effective closing (call to action). |  |  |  |  |
| **NOTES:**  |

**CER ENERGY VISUALIZATIONS EDUCATIONAL RESOURCE**