## Accelerator Launch Fund Pitch Video Rubric

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
<th>Comments</th>
<th>Score</th>
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| **Problem** (5 points) | • Project focuses on an important societal problem  
                      • Team addresses motivation for solving this problem  
                      • Team is incorporating research, data, and evidence to better understand their problem |          |       |
| **Solution** (5 points) | • Proposed solution connects directly to the problem that is being addressed  
                          • Team is aware of the market landscape and has positioned themselves to be different from established initiatives that occupy a similar space  
                          • Proposed solution creates a better normal |          |       |
| **Structure** (5 points) | • Delivery of information is clear and concise  
                           • Storytelling is easy to follow and logical  
                           • Slides have appropriate balance of text and graphics  
                           • Information on slides is clear and concise |          |       |

Total: /15 points