Judging rubric template

Pitch competition · six weighted criteria · 0 to 10 scale · v1.0, November 2026

EvalLens

Application _____ Judge _____ Date _____

CRITERION	WHAT JUDGES LOOK FOR	WEIGHT	SCORE 0 TO 10	EVIDENCE: SLIDE, PAGE OR ANSWER BEHIND THE SCORE
P1 Problem	Who has the problem, and what shows it matters to them?	15%		
P2 Solution	How does the solution address the problem, and how does it differ from alternatives?	15%		
P3 Market	What supports the size of the market and the choice of target segment?	20%		
P4 Business model and go-to-market	How does value turn into revenue, and how will the first customers be reached?	15%		
P5 Team	What shows this team can build and sell this product?	20%		
P6 Feasibility	What makes the plan, the timeline and the delivery credible?	15%		
Weighted total	**Each score × its weight ÷ 100, then add the six results**	**100%**		

Anchors for the scale

9 to 10	Strong, with evidence	The claim is specific and backed in the submission: numbers, named customers, sources. No material gap.
7 to 8	Strong	Convincing and mostly supported. Minor gaps a short answer could close.
5 to 6	Medium	Plausible, but key evidence is thin or missing. The judge would need to ask before believing it.
3 to 4	Weak	Asserted rather than shown, or partly contradicted by other parts of the submission.
0 to 2	Missing or contradicted	Not addressed at all, or the submission itself contradicts the claim.

Summary bands: Strong at 7 and above, Medium at 5 and above, Weak below 5. Missing information is a question; evidence that contradicts a claim is a finding.

When judges disagree

1. Score independently first. Nobody sees another judge's numbers until their own are in.
2. Spread below 1.5: accept the scores. From 1.5: check that judges read the same evidence. From 3.0: discuss before the shortlist.
3. Discuss the evidence, not the number. Each judge points to the slide or answer behind the score.
4. A judge may change a score after discussion, with a written reason. Keep the original and the new score.
5. If the gap stays, the chair or organiser decides and records why. A missing score is not a zero.
6. Record the scores before and after, the reasons, who decided and the rubric version.

Suggested weights come from a recorded EvalLens competition (Docsbook, shared with permission). Change them to fit your programme; they must add up to 100%. Full guide and the Google Sheets version: www.evallens.io/resources/judging-rubric-template