

Heartland Bio-Innovation Challenge Pitch Regulations

- Pitches may be presented via PDF, PowerPoint, or Google Slides
- A/V materials may be used
- Props may be included but are not recommended. Props may not include live organisms.
- 2-3 minutes pitch and 5 minutes question and answer session
- Appropriate for a professional setting

Submission

Submit a PDF or PowerPoint of the final pitch to Kendra Christman at kendra@biokansas.org by 11:59pm May 1, 2025.

Scoring Rubrics

Posters will be scored according to a standardized rubric, presented below.

Objective: Evaluate the entrepreneurial pitch presentations of finalists based on content, delivery, engagement, and overall effectiveness.

Pitch Pre-Judging:

Before scoring, use the following checklist to ensure that posters adhere to the **Regulations** enumerated above. Posters that do not adhere to all the regulations will not be scored.

- Pitch adheres to the format and length requirements
- Participant presents
- Pitch has required elements
 - Mission/Vision
 - Problem
 - Market Potential/Primary Audience
 - Solution (Product or Service)
 - Key Features and Supporting Data
 - Competition/Commercial Landscape
 - Funding Concepts
 - References (optional)

Pitch Competition Rubric

Category	Criteria	Points
1. Commercial Application (10 pts)	There is a detailed explanation of how the project can be commercialized, minimal errors or challenges.	/10
2. Innovation and Market Potential (10 pts)	The project has a thorough description of its viability for the current marketplace with potential high impact for a need	/10
3. Understanding the Commercial Landscape (10 pts)	The project has multiple clear references to existing research, products, or commercial plans that are relevant	/10
4. Entrepreneurial Vision (10 pts)	The applicant articulates a clear vision with a detailed plan for turning the project into a business opportunity	/10

Scoring Guidelines:

- **Exceptional (35-40 points):** Outstanding performance in all categories; project demonstrates exceptional quality, originality, and impact.
- **Proficient (25-34 points):** Strong performance in most categories; well-executed and thoughtful project with some room for improvement.
- **Adequate (20-24 points):** Satisfactory performance; meets minimum expectations but lacks depth or polish.
- **Needs Improvement (<20 points):** Significant gaps in one or more categories; requires additional effort and refinement.

Additional Comments Section:

Judges should provide specific feedback on strengths and areas for improvement for each presentation to support student growth.

Oral Presentation Rubric: Heartland Bio-Innovation Challenge Finalist Selection

Objective: Evaluate the oral presentations of finalists based on content, delivery, engagement, and overall effectiveness.

Category	Criteria	Points
1. Content and Organization (40 points)	Introduction (10 pts): The presentation begins with a clear and compelling introduction that outlines the project and its objectives.	/10
	Depth and Clarity (15 pts): Explains the research, methodology, and results comprehensively and logically.	/15
	Conclusion (10 pts): Ends with a strong conclusion that summarizes key findings, implications, and future steps.	/10
	Adherence to Time (5 pts): Presentation is within the allotted time limit and appropriately paced.	/5
2. Delivery and Communication Skills (30 points)	Clarity (10 pts): Speech is clear, audible, and free of distracting fillers (e.g., “um,” “like”).	/10
	Confidence and Poise (10 pts): Demonstrates confidence through eye contact, posture, and composure.	/10
	Engagement (10 pts): Presenter connects with the audience through enthusiasm, storytelling, or relatable examples.	/10
3. Visual Aids and Supporting Materials (15 points)	Relevance (10 pts): Visual aids (e.g., slides, props) are relevant, enhance understanding, and support the presentation.	/10
	Design (5 pts): Visuals are clean, professional, and free of errors.	/5
4. Questions and Answers (15 points)	Knowledge (10 pts): Demonstrates thorough understanding by confidently and accurately answering audience/judge questions.	/10
	Engagement (5 pts): Responds respectfully and thoughtfully to questions, showing critical thinking.	/5

Scoring Guidelines:

- **Exceptional (90-100 points):** Presentation is polished, engaging, and demonstrates mastery of content.
- **Proficient (75-89 points):** Strong presentation with clear content, effective delivery, and minor areas for improvement.
- **Adequate (60-74 points):** Satisfactory presentation that meets basic expectations but may lack depth or polish.
- **Needs Improvement (<60 points):** Presentation needs significant refinement in content, delivery, or both.

Additional Comments Section:

Judges should provide specific feedback on strengths and areas for improvement for each presentation to support student growth.

Innovation Festival Selection Criteria:

Category	Criteria	Points
1. Scientific Content (30 points)	Relevance and Importance (10 pts): The project addresses a significant scientific question or challenge.	/10
	Depth and Rigor (10 pts): Demonstrates thorough background research, methodology, and data analysis.	/10
	Accuracy (10 pts): Information is factual, well-supported by evidence, and includes references where applicable.	/10
2. Creativity and Innovation (15 points)	Originality (10 pts): The project demonstrates creativity and originality in approach or concept.	/10
	Innovation (10 pts): The project includes novel elements or applications with potential impact.	/10
	Complexity (5 pts): The project has multiple parts, delves into specific topics, and a twist from general high school curriculum.	/5
3. Overall Impact (10 points)	Impact (15 pts): The project has a detailed description on how it could benefit the community, a specific group or field, with medium to high impact.	/15

Scoring Guidelines:

- **Exceptional (60-70 points):** Outstanding performance in all categories; project demonstrates exceptional quality, originality, and impact.
 - **Proficient (40-59 points):** Strong performance in most categories; well-executed and thoughtful project with some room for improvement.
 - **Adequate (35-39 points):** Satisfactory performance; meets minimum expectations but lacks depth or polish.
 - **Needs Improvement (<35 points):** Significant gaps in one or more categories; requires additional effort and refinement.
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Additional Comments Section:

Judges should provide specific feedback on strengths and areas for improvement for each presentation to support student growth.