Lightning pitches are used to provide a visual method to share your research or ideas. It is recommended that teams reference the video, "How to Pitch Your Startup in 3 Minutes," when creating a lightning pitch for their proposal. This video, as well as other resources, can be found on the NASA MITTIC website.

Video Lightning Pitch Rubric (30 points)

Element	Score
LENGTH: Video must be 3-5 minutes.	6 points
STORY: Does the video provide a compelling narrative for why the proposed concept is valuable or relevant? Does it draw the audience in?	6 points max
PRESENTATION: Is the concept presented in a way that provides the overarching details of the concept without sounding like a technical presentation? Is the concept presented as innovative or cutting edge? Are presenters talking too fast or slow?	6 points max
PASSION & ENTHUSIASM: Does the video communicate passion and enthusiasm for the concept and/or mission of the business? Does it make you want to invest?	6 points max
TECHNICAL QUALITY: Is the audio clear and not sped up? Are there good transitions and overall cohesiveness between presenters and/or points of the presentation? Are images, slides, and presenters displayed clearly and professionally?	6 points max