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| ***A Visual Introduction*** | | |
| **Criteria** | **You Impress Me**  **10 points** | **Almost but . . .**  **6-9 points** |
| Purpose | **Congratulations**. . .Introduction provides creative format for personal introduction | **Not quite there . . .** purpose of introduction in this format is not clear |
| Audience | **Emphatic Yes**, it’s clear who you are introducing yourself to | **Not quite there. .** .Missing or not obvious |
| Content Inclusive of:   * Attention Getter * Title Slide * Content Slides (4) * Closing Slide   + Box Table | **Awesome**   * All bullet points included * Relevant objects to assignment requirements | **Acceptable, but missing**   * Attention Getter * Title Slide * Content Slides (4)   + Relevant Objects * Closing Slide   + Box Table |
| Creativity   * Timing * Fonts * Colors * Images * Background * Sound * Transition * Animation * Video | **Bravo**   * Makes me confident about you and investing my $$ * Timing, fonts, colors, images, background, sound, transition, animation contributes to an awesome introduction | **A little more work . . .**   * Needs more to make me confident about you and what you’re pitching * Timing too fast or too slow * More work on font, colors, images, background * Sound does not add to introduction content |

**Purpose**

Introduce yourself to a group of potential investors

**Goal**:

Get your audience to trust you, to believe in you, and to get to know you in a short introduction before making a formal presentation