

RUBRICS SHEET



UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH

Pusat
Sains Matematik

DATA-AI-EXPERIENCE (DAX) CHALLENGE 2026

Pitcher Name & Group:

Category :

Jury Name:

Evaluation Items	0 (None/Fail)	1 (Poor)	2 (Weak)	3 (Satisfactory)	4 (Good)	5 (Excellent)	Weightage	Given Score	Total Score	Comments/Remarks
Vocal Delivery	Silent, incoherent, or completely unprofessional.	Unprofessional; fails to articulate key concepts.	Too academic/dry; fails to engage the audience.	Polished and articulate; appropriate technical vocabulary.	Eloquent; uses rhetoric to persuade and inspire.	World-class speaking style; perfectly calibrated for the room.	4		0	
Body Language	No presence; inappropriate behavior; turned away.	Poor presence; fails to command attention.	Distracting habits; lacks "executive" feel.	Assertive and poised; professional demeanor throughout.	Commanding presence; uses non-verbals to build trust.	Magnetic stage authority; looks and acts like an industry leader.	4		0	
Narrative & Structure	No logical sequence; content is irrelevant.	Fails to convey a value proposition.	Weak "bridge" between technical data and impact.	Balanced structure; connects tech specs to real-world value.	Persuasive arc; handles complex info without losing the thread.	Innovative structure; leaves a lasting, profound impression.	4		0	
Timing & Pacing	Total disregard for time; stopped immediately.	Significant time violation; either cut off or finished far too early. Rushed or disjointed flow.	Poorly managed time; spent too long on minor details, forcing a rushed and abrupt conclusion.	Finished within the time limit. Pacing was generally consistent, though transitions felt mechanical.	Well-controlled timing; allocated appropriate depth to complex sections. Natural, smooth transitions.	Flawless "internal clock"; strategic pauses for impact. Finished exactly on time with a powerful, poised closing.	4		0	
Engagement & Q&A	Refused to answer or was hostile/dismissive.	Unable to defend technical or business choices.	Superficial answers; misses the "why" behind questions.	Defends the pitch with data; maintains professional poise.	Thought-leader approach; handles pressure with ease.	Exceptional agility; provides "masterclass" level responses.	4		0	
								Grand Total	0	

Overall Remarks
