

Judging Rubric

BUSINESS NAME _____

Judge _____



		Below Expectations	Meets Expectations	Exceeds Expectations
	Innovation	0 PTS Does not illustrate innovation of business concept(s) & creativity	3 PTS Illustrates some level of innovative business concept(s) & creativity	6 PTS Illustrates new, thought-provoking innovative business concept(s) & creativity
	Need/Desirability	0 PTS Idea does not address an existing problem	3 PTS Idea does address an existing problem, but does not offer a reasonable solution	6 PTS Idea does address an existing problem, and solves this problem
	Viability	0 PTS Idea is not viable	3 PTS Idea could be viable with more work, thought and innovation	6 PTS Idea is viable as is presented
	Feasibility	0 PTS Idea is not feasible	3 PTS Idea could be feasible with more work, thought and innovation	6 PTS Idea is feasible as is presented
	Motivation	0 PTS Lacks passion or skill for problem solving	3 PTS Little passion or skill presented for problem solving	6 PTS Passion and skill are evident
		SUB-TOTAL	SUB-TOTAL	SUB-TOTAL

<input style="width: 50px; height: 25px;" type="text"/>	+	<input style="width: 50px; height: 25px;" type="text"/>	+	<input style="width: 50px; height: 25px;" type="text"/>	=	TOTAL IDEA POINTS
From Column 1		From Column 2		From Column 3		

JUDGE FEEDBACK



		Below Expectations	Meets Expectations	Exceeds Expectations
EXECUTIVE SUMMARY 10 POINTS MAX	Business Concept	0 PTS Does not include business concept and objectives	1 PT Summarizes business concept and objectives	2 PTS A well-developed summary of business concept and objectives
	Description	0 PTS Attempts to describe product or services offered	1 PT Clearly describes offered products	2 PTS Clearly describes offered products or services
	Business Structure	0 PTS Does not include required business structure	1 PT Includes business structure but does not explain or describe it	2 PTS Explanation or description of business structure is included
	Funding + Projected Income	0 PTS Does not include a plan for funding or project income	1 PT Includes rudimentary funding plans and projected income	2 PTS Includes detailed plan for funding and a detailed, realistic projected income
	Market Research	0 PTS Does not summarize findings from market research	1 PT Partially summarizes key concepts of market research	2 PTS Thoroughly summarizes key concepts of market research
		SUB-TOTAL	SUB-TOTAL	SUB-TOTAL

<input style="width: 100px; height: 30px;" type="text"/>	+	<input style="width: 100px; height: 30px;" type="text"/>	+	<input style="width: 100px; height: 30px;" type="text"/>	=	TOTAL EXEC SUMMARY POINTS
From Column 1		From Column 2		From Column 3		

JUDGE FEEDBACK



		Below Expectations	Meets Expectations	Exceeds Expectations
BUSINESS PLAN <hr/> 36 POINTS MAX	Title Page	0 PTS Missing 2 or more of the elements	2 PTS Missing 1 of the elements	4 PTS Includes participant names, school, company logo, and company name
	Table of Contents	0 PTS Missing 2 or more of the elements	2 PTS Missing 1 of the elements	4 PTS Includes sections, subsections, and page numbers arranged neatly
	Business Overview	0 PTS No overview given, or lacks key elements	2 PTS Overview is rudimentary and lacks detail, or lacks elements	4 PTS Detailed overview including business summary, form of ownership, industry, location, and primary function provided
	Product or Service	0 PTS No clear description of product or service and/or no features or benefits are given	2 PTS Description of product or service and benefits/features are not entirely clear	4 PTS Clear description of product or service is given, including features and benefits provided
	Operations Plan	0 PTS No operation plan given	2 PTS Descriptions are lacking or responsibilities are missing	4 PTS Complete description of the management structure along with details of job descriptions and responsibilities provided
	Market Analysis	0 PTS Description is poor, or no description given	2 PTS Description is lacking some detail or is missing some of the elements	4 PTS Detailed description of the industry is given, including market demographics, competitive analysis, SWOT analysis, and market research
	Marketing Plan	0 PTS No marketing plan is given	2 PTS Description is lacking or marketing mix is not complete	4 PTS Describes in detail the marketing mix of the product (product, price, place, and promotion)
	Financial Plan	0 PTS No financial plan is given	2 PTS Description is lacking information/material or does not outline the next 3 years	4 PTS Description of where money is coming from and how money will be made in the future for the next 3 years is provided

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		Below Expectations	Meets Expectations	Exceeds Expectations
BUSINESS PLAN (cont'd) <hr/> 36 POINTS MAX	Organization + Structure	<input type="text" value="0"/> PTS Organization is lacking	<input type="text" value="2"/> PTS The content shows some organization, but with disjointed transitions	<input type="text" value="4"/> PTS The organization enhances the content and demonstrates regard for the reader
		SUB-TOTAL	SUB-TOTAL	SUB-TOTAL

<input style="width: 50px; height: 25px;" type="text"/>	+	<input style="width: 50px; height: 25px;" type="text"/>	+	<input style="width: 50px; height: 25px;" type="text"/>	=	TOTAL BUSINESS PLAN POINTS
From Column 1		From Column 2		From Column 3		

JUDGE FEEDBACK



		Below Expectations	Meets Expectations	Exceeds Expectations
PRESENTATION <hr/> 18 POINTS MAX	Dress	<input type="checkbox"/> 0 PTS Is not dressed in appropriate business attire (if applicable)	<input type="checkbox"/> 1.5 PTS Appears professional in appropriate business attire (if applicable)	<input type="checkbox"/> 3 PTS Appears professional in appropriate business attire (if applicable)
	Public Speaking	<input type="checkbox"/> 0 PTS Does not speak clearly/difficult to understand, does not engage viewers	<input type="checkbox"/> 1.5 PTS Speaks clearly and engages viewers as possible most of the time	<input type="checkbox"/> 3 PTS Speaks clearly and engages viewers as possible. Projects voice.
	Knowledge	<input type="checkbox"/> 0 PTS Does not demonstrate appropriate knowledge of the topic/relies heavily on presentation	<input type="checkbox"/> 1.5 PTS Demonstrates knowledge of topic/ may have some of the presentation memorized	<input type="checkbox"/> 3 PTS Demonstrates outstanding knowledge of topic/has presentation memorized
	Flow	<input type="checkbox"/> 0 PTS Presentation does not flow well	<input type="checkbox"/> 1.5 PTS Presentation flows moderately well	<input type="checkbox"/> 3 PTS Presentation flows well
	Pacing	<input type="checkbox"/> 0 PTS Does not maintain appropriate pace	<input type="checkbox"/> 1.5 PTS Maintains fairly appropriate pace	<input type="checkbox"/> 3 PTS Maintains appropriate pace
	Visuals	<input type="checkbox"/> 0 PTS Visuals are not appropriate or are distracting	<input type="checkbox"/> 1.5 PTS Visuals are appropriate, but may be distracting	<input type="checkbox"/> 3 PTS Visuals are appropriate, and are not distracting
		SUB-TOTAL	SUB-TOTAL	SUB-TOTAL

+

 +

 =
 TOTAL PRESENTATION POINTS

From Column 1 From Column 2 From Column 3

JUDGE FEEDBACK



		Below Expectations	Meets Expectations	Exceeds Expectations
MECHANICS 6 POINTS MAX	Format	<input type="text" value="0"/> PTS Business plan has no uniform format	<input type="text" value="1"/> PT Business plan is formatted in some places	<input type="text" value="2"/> PTS Business plan is uniformly formatted throughout
	Spelling	<input type="text" value="0"/> PTS There are more than 5 spelling errors	<input type="text" value="1"/> PT There are 1-5 spelling errors	<input type="text" value="2"/> PTS There are no spelling errors
	Grammar	<input type="text" value="0"/> PTS There are more than 5 grammatical errors	<input type="text" value="1"/> PT There are 1-5 grammatical errors	<input type="text" value="2"/> PTS There are not any grammatical errors
		SUB-TOTAL	SUB-TOTAL	SUB-TOTAL

<input type="text"/>	+	<input type="text"/>	+	<input type="text"/>	=	TOTAL MECHANICS POINTS
From Column 1		From Column 2		From Column 3		

JUDGE FEEDBACK

	MECHANICS POINTS
	EXECUTIVE SUMMARY POINTS
	BUSINESS PLAN POINTS
	PRESENTATION POINTS
	MECHANICS POINTS

	TOTAL SCORE
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