

BUSINESS NAME:

Judge:

	Below Expectations	Meets Expectations	Exceeds Expectations	SCORE
Idea	<p>1-7 points</p> <ul style="list-style-type: none"> Idea may not be creative or unique Idea does not illustrate innovation of business concept(s) Idea is not viable An important problem is not addressed, no passion or skill presented for problem solving 	<p>8-15 points</p> <ul style="list-style-type: none"> Idea shows signs of creativity, but may not be unique Idea illustrates innovative business concept(s) Idea is somewhat viable An important problem is addressed with some passion or skill presented to solve it 	<p>16-20 points</p> <ul style="list-style-type: none"> Idea is creative, well thought out, and unique Idea illustrates innovative business concept(s) Idea is viable An important problem is addressed with passion and skill presented to solve it 	____ /20
	Judge Feedback:			
Executive Summary	<p>1-2 points</p> <ul style="list-style-type: none"> Does not include business concept and objectives Attempts to describe product or services offered Does not include required components of business structure or financial plans Does not summarize findings from market research Does not establish need for product or service 	<p>3-4 points</p> <ul style="list-style-type: none"> Summarizes business concept and objectives Clearly describes offered products Missing some required components of the business structure and/or financial plans in the summary Partially summarizes key concepts of market research Explains need for product 	<p>5 points</p> <ul style="list-style-type: none"> A well-developed summary of business concept and objectives Clearly describes offered products or services Includes all required information about business structure and financial plans Thoroughly summarizes key concepts of market research and the need for this product/service 	____ /5
	Judge Feedback:			

<p>Presentation</p>	<p>1-3 points</p> <ul style="list-style-type: none"> • Is not dressed in appropriate business attire (if applicable) • Does not speak clearly/difficult to understand, does not engage viewers • Does not demonstrate appropriate knowledge of the topic/relies heavily on presentation • Presentation does not flow well • Does not maintain appropriate pace • PowerPoint presentation is not appropriate or is distracting (if applicable) 	<p>4-7 points</p> <ul style="list-style-type: none"> • Appears professional in appropriate business attire (if applicable) • Speaks clearly and engages viewers as possible most of the time • Demonstrates knowledge of topic/may have some of the presentation memorized • Presentation flows well • Maintains appropriate pace • PowerPoint presentation is appropriate, but may be distracting (if applicable) 	<p>8-10 points</p> <ul style="list-style-type: none"> • Appears professional in appropriate business attire (if applicable) • Speaks clearly and engages viewers as possible • Projects voice • Demonstrates outstanding knowledge of topic/has presentation memorized • Presentation flows well • Maintains appropriate pace • PowerPoint presentation is appropriate and not distracting (if applicable) 	<p>____ /10</p>
	<p>Judge Feedback:</p>			

	<p>1-9 points</p> <ul style="list-style-type: none"> • Does not identify trends and barriers to businesses • Does not identify the ideal consumer profile • Does not develop an operations plan that includes organizational structure or workflow processes • Does not demonstrate understanding of market, industry, and competition. • Does not include primary target market from any primary or secondary sources. • Does not identify differentiating factors • No SWOT analysis developed. • Financial plan is unorganized and missing many crucial factors 	<p>10-18 points</p> <ul style="list-style-type: none"> • Somewhat clear and accurate description of business trends and barriers, with somewhat clear solutions. • Identifies the ideal customer profile but may be missing some aspects of demographics, locations, and psycho-graphics • Develops a somewhat functional operations plan that includes organizational structure and workflow processes • Demonstrates clear understanding of market, industry, and competition • Missing some evidence from primary and secondary sources to explain target market • Identifies some differentiating factors • Develops an adequate SWOT analysis 	<p>19-25 points</p> <ul style="list-style-type: none"> • Clear and accurate description of business trends and barriers • Exceptionally thorough identification of the ideal customer profile including demographics, locations, and psycho-graphics • Develops logical and cost-effective operations plan that thoroughly explains workflow and operational processes • Demonstrates clear understanding of market, industry, and competition • Provides evidence from primary and secondary sources to explain primary target market • Accurately identifies differentiating factors • Develops a thorough SWOT analysis 	<p>____ /25</p>
<p>Business Plan</p>	<p>Judge Feedback:</p>			

Rubric



	1-2 points <ul style="list-style-type: none">•7 or more grammatical, spelling, or punctuation errors	3-4 points <ul style="list-style-type: none">•1-6 grammatical, spelling, or punctuation errors	5 points <ul style="list-style-type: none">•No grammatical, spelling, or punctuation errors	___ /5
Mechanics	Judge Feedback:			

Total ___ /65