**Business Plan Rubric Student(s):**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Written Business Plan Rubric Scoring Scale**  0 = no evidence  1 = little evidence or major flaws 3 = Research well done, few minor omissions, met standards  2 = adequate minimum standards 4 = Research well done, exceeds standards | | | | | | |
| **Cover Page (x2)**   * Business name * Type of Business (if not in business name, ie: LLC) * Company logo and slogan * Name(s) of the owner(s) * Date submitted | | | | | 0 1 2 3 4 | |
| **Table Of Contents (x1)**   * Includes each major section * Includes page numbers * Organized and neat | | | | | 0 1 2 3 4 | |
| **Executive Summary (x3)**   * Each key section briefly summarized * Length is one page | | | | | 0 1 2 3 4 | |
| **Business Description (x3)**   * Describe your business, give an overview * Location information (mailing address, phone number, website, email, etc.) * Legal form (partnership, corporation, etc.) – provide reasoning * Permits and licensing required * Vision and/or Mission statement * Goals & Objectives (short term and long-term) | | | | | 0 1 2 3 4 | |
| **Product or Service Description (x3)**   * Product list with pricing * Identification and review of firm's top competitors & their relative market share * Competitive advantage * Barriers to entry and strategies to overcome barriers | | | | | 0 1 2 3 4 | |
| **Market and Industry Analysis (x3)**   * Documented research * Demographics * Geographics * Behavior * Target Market (customer profile) * Competition | | | | | 0 1 2 3 4 | |
| **Marketing Plan (x2)**   * Start-up marketing plan * Method of Sales * Advertising and Promotion * Slogan * Character/Spokesman | | | | | 0 1 2 3 4 | |
| **Management (x3)**   * Ownership * Flow Chart of Employee Hierarchy | | | | | 0 1 2 3 4 | |
| **Appendixes (x2)**   * Owner/management team resume(s) | | | | | 0 1 2 3 4 | |
| **Structure & Appearance (x3)**   * No typographical errors * Spelling, grammar, sentence structure * Overall appearance | | | | | 0 1 2 3 4 | |
| **Comments:** | | | | | **Total Points:** | |
| * **100 Points Possible on Business Plan in PowerPoint format.**   **Shark Tank Presentation:** | | | | | | |
| Student(s) Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | |  | |
|  |  |  |  | |  | |
| **CATEGORY** | 5 | 3-4 | 2 | | 1 | |
| **CONTENT** | Shows a full understanding of the topic. Demonstrates material insight with new ideas. | Shows a good understanding of the topic with detail. | Shows a good understanding of parts of the topic, conveys connections. | | Does not seem to understand the topic very well. | |
| **PREPAREDNESS** | Student is completely prepared and has obviously rehearsed, is well organized. | Student seems pretty prepared but might have needed a couple more rehearsals. | The student is somewhat prepared, but it is clear that rehearsal was lacking. | | Student does not seem at all prepared to present. | |
| **VISUALS** | Group presents visuals that present a vast and complete representation of material | Group presents adequate visuals to support presented information | Group presents some visuals but does not support information adequately | | Presents little or no supporting visuals | |
| **SPEAKS CLEARLY** | Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words. | Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word. | Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word. | | Often mumbles or cannot be understood OR mispronounces more than one word. | |
| **POSTURE & EYE CONTACT** | Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation. | Stands up straight and establishes eye contact with everyone in the room during the presentation. | Sometimes stands up straight and establishes eye contact. | | Slouches and/or does not look at people during the presentation. | |
| **ENTHUSIASM** | Facial expressions and body language generate a strong interest and enthusiasm about the topic in others. | Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others. | Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked. | | Very little use of facial expressions or body language. Did not generate much interest in topic being presented. | |
| **SUBJECT KNOWLEDGE** | Student is able to accurately answer almost all questions posed about the topic with substantial information and material. | Student is able to accurately answer most questions posed about the topic. | Student is able to accurately answer a few questions posed about the topic. | | Student is unable to accurately answer questions posed about the topic. | |
| **ATTIRE** | Business attire, very professional look. | Casual business attire. | Casual business attire, but wore sneakers or seemed somewhat wrinkled. | | General attire not appropriate for audience (jeans, t-shirt, shorts). | |

* **40 Points Possible on the Presentation of your Information**

**TOTAL POINTS:**

**Comments:**