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

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| **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:**