

Written Business Plan Scoring Rubric / Rating Sheet

Business Name _____ Judge Name _____

Evaluation Item	Excellent 4	Good 3	Average 2	Poor 1/0	Points Earned
Executive Summary (one page)					
Introduction - Objectives of Business - Analysis of Self/Team					
Analysis of Business					
Market Analysis					
Customer Profile and Competition					
Organization - Type of Ownership - Staffing needs, start-up steps - Organizational chart					
Operating Plan - Product/service detail					
Marketing Strategies - Pricing Policies - Promotional Activities - Media					
Financial Analysis - Cash flow - Sources and uses of funds					
Bibliography /Appendix					
Overall Appearance					
Conciseness					
Completeness					

Points Earned _____
52 Points Maximum

Evaluation Item	Excellent 8	Good 6	Average 4	Poor 1/0	Points Earned
Overall Idea/Concept					

Points Earned _____
8 Points Maximum

Total Points Earned _____
60 Points Maximum

Scores and Feedback Provided to Teams will Not Contain Judge Names	
Written Feedback for Team	

Oral Presentation Scoring Rubric / Rating Sheet

Business Name _____

Judge Name _____

Evaluation Item	Excellent 4	Good 3	Average 2	Poor 1/0	Points Earned
Opening					
Content of Presentation					
Presentation Visuals					
Speaking Ability					
Overall Presentation Effectiveness					
Closing					
Answers to Questions Asked by Judges					

Total Points Earned _____

28 Points Maximum

Evaluation Item	Excellent 8	Good 6	Average 4	Poor 1/0	Points Earned
Overall Idea/Concept					

Points Earned _____

8 Points Maximum

Total Points Earned _____

36 Points Maximum

Scores and Feedback Provided to Teams will Not Contain Judge Names	
Written Feedback for Team	