



**Business Plan Competition
 Written Presentation Rubric**
 Student(s): _____

Rubric 0 = no evidence 1 = little evidence or major flaws 2 = adequate minimum standards 3 = Research well done, few minor omissions, met standards 4 = Research well done, exceeded standards	
Cover Page All information present including: <ul style="list-style-type: none"> • Business name • Company logo (optional) • Name(s) of the student(s)/owner(s) • Date 	0 1 2 3 4
Table Of Contents <ul style="list-style-type: none"> • Includes each major section • Includes page numbers • Organized and neat 	0 1 2 3 4
Executive Summary <ul style="list-style-type: none"> • Each key section briefly summarized • Length is one page 	0 1 2 3 4
Product and/or Service Description <ul style="list-style-type: none"> • Description of products and/or services • Demonstrated need for product and/or service • Examine markets that competitors serve & the strategies they employ • Barriers to entry • Strategies to overcome barriers 	0 1 2 3 4
The Market <ul style="list-style-type: none"> • Documented research – market size and growth potential • Target Market 	0 1 2 3 4
Marketing Strategy <ul style="list-style-type: none"> • How will you reach customers & sales goals? • Product • Price • Promotion • Place 	0 1 2 3 4

<p>The Competition</p> <ul style="list-style-type: none"> • Review of firm's top competitors & their relative market share. What are their strengths & weaknesses? • How will your product and/or service compare? How will it be differentiated? 	<p>0 1 2 3 4</p>
<p>Operations</p> <ul style="list-style-type: none"> • Manufacturing • Research & Development • Purchasing • Staffing • Equipment • Facilities 	<p>0 1 2 3 4</p>
<p>Management Team</p> <ul style="list-style-type: none"> • Personal history of the principals • Work Experience • Duties & responsibilities • Salaries and benefits • Resources available • Possible exit strategy 	<p>0 1 2 3 4</p>
<p>Financial Data</p> <ul style="list-style-type: none"> • Balance sheet • Break even analysis • Income statement • Cash flow statement 	<p>0 1 2 3 4</p>
<p>Supporting Documentation</p> <ul style="list-style-type: none"> • Other necessary information provided? 	<p>0 1 2 3 4</p>
<p>Structure</p> <ul style="list-style-type: none"> • Font size 12 • Double spaced • 1" margins • No typographical errors • Spelling, grammar, sentence structure 	<p>0 1 2 3 4</p>
<p>Total:</p>	
<p>Comments:</p>	



**Business Plan Competition
Oral Presentation Rubric**
Student(s): _____

CATEGORY	4	3	2	1
Content	Shows a full understanding of the topic.	Shows a good understanding of the topic.	Shows a good understanding of parts of the topic.	Does not seem to understand the topic very well.
Preparedness	Student is completely prepared and has obviously rehearsed.	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 prepared to present.
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 a few words.	Speaks clearly and distinctly most (94%-85%) of the time. Mispronounces words.	Often mumbles or cannot be understood OR mispronounces many words.
Posture and Eye Contact	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone during the presentation.	Stands up straight and establishes eye contact with everyone 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 seems forced.	Very little use of facial expressions or body language. Did not generate much interest in topic.
Comprehension	Student is able to accurately answer almost all questions posed.	Student is able to accurately answer most questions posed.	Student is able to accurately answer a few questions about the topic.	Student is unable to accurately answer questions about the topic.
Attire	Business attire; very professional appearance.	Casual and appropriate business attire.	Casual business attire, but wore sneakers or seemed somewhat wrinkled.	General attire not appropriate for audience (jeans, t-shirt, etc).
Total				
Comments:				

The University of Wisconsin-Platteville's Business Plan Competition is brought to you by the Pioneer Academic Center for Community Engagement and sponsored, in part, by the Wiscontrepreneur Statewide Seed Grant, Northwestern Mutual-The Kosnick Financial Group, Platteville's Main Street Association and Gro Alliance Seed Company.

