

NBPC JUDGING RUBRICS FOR FIRST-ROUND & REGIONAL-ROUND



BUSINESS PLAN [75']

01. Identify a Problem/Need [Highest: (10)]

- :(No Problem/Need was established and is real in society (0)
- ★ Problem/Need only addresses a short term and 'Fad' Trend (3)
- ★★ Problem/Need addresses a clear and relevant issue in society (7)
- ★★★ Problem/Need addresses a clear and relevant issue in society and makes a strong case that people will pay money for it (10)

02. Solution/Value Proposition [Highest: (15)]

- :(Product or service does not address the problem or need (0)
- ★ Product or service offers a point of value towards the problem/need (5)
- ★★ Product/Service offering solves a specifically targeted problem OR addresses its strength against competitors (10)
- ★★★ Very evident that the product/service offering solves the specifically targeted problem AND addresses its strength against competitors (15)

03. Business Model [Highest: (15)]

- :(No evidence of Business Concept or Company Profile (0)
- ★ Business Concept OR Company Profile Described (5)
- ★★ Business Concept And Company Profile explained (10)
- ★★★ Business Concept AND company profile explained including how the concept matches the profile (15)

04 . Market Opportunities [Highest: (10)]

- :(No marketing Evident (0)
- ★ One aspect of Marketing Explained (3)
- ★★ Two aspects of Marketing Explained (7)
- ★★★ Three or more aspects of marketing to increase company performance explained (10)

05. Growth Strategy [Highest: (10)]

- :(No goals identified (0)
- ★ Only one goal identified (3)
- ★★ Two Goals identified (7)
- ★★★ Three or more goals identified with a specific plan to achieve the goals (10)

06. Financials [Highest: (10)]

- :(No evidence of company projections received (0)
- ★ Provides some information on financial projections over a short period of time (3)
- ★★ Provides information on financial documents AND projections over a short period of time (7)

- ★★★ Provides detailed projections and documents of financials over a three year period (10)

07. Quarantine/Coronavirus Response [Highest: (5)]

- :(No Response towards Quarantine/Coronavirus (0)
- ★ Provides some response towards Quarantine/Coronavirus (1)
- ★★ Provides clear and workable responses towards Quarantine/Coronavirus (3)

- ★★★ Provides creative response that is workable towards Quarantine/Coronavirus for their product, service, and/or operations (5)

DELIVERY [40']

01. Statements are well Organized and clearly stated [Highest: (10)]

- :(Presenter(s) did not appear prepared (0)
- ★ Presenter(s) were prepared, but the flow was not logical (3)
- ★★ Presentation flowed in a logical sequence (7)
- ★★★ Presentations Flowed in a logical sequence, statements were well organized (10)

02.Demonstrates Self-confidence, poise, assertiveness, and good voice Projection [Highest: (10)]

- :(Presenter(s) did not demonstrate self-confidence (0)
- ★ Presenter(s) demonstrated self-confidence and poise (1)
- ★★ Presenter(s) demonstrated self-confidence, poise, and good voice projection (3)

- ★★★ Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness (5)

03.Demonstrates teamwork and collaboration [Highest: (10)] → 10' for team with one member

- :(Only one member from the whole team present (0)
- ★ Some members present but show no or little understanding of their parts (3)

- ★★ Most members presents and show a fair degree of familiarity with their parts respectively (7)

- ★★★ Each presenter(s) show a fair share of the presentation and show clear understanding of his/her part (10)

04.Demonstrates the ability to effectively answer questions [Highest: (10)]

- :(Unable to answer questions (0)
- ★ Does not Completely answer questions (3)

- ★★ Completely answers questions (7)

- ★★★ Interacted with the judges in the process of completely answering questions (10)

JUDGES PICK [15']

Please rank your favorite three teams in order of preference:

THIRD PLACE
4 PTS

SECOND PLAC
10 PTS

FIRST PLACE
15 PTS

AUDIENCE FAVORITE [10']

TOP THREE PICKS:

THIRD PLACE
4 PTS

SECOND PLAC
7 PTS

FIRST PLACE
10 PTS

SCORE

HIGHEST SCORE: 140

 Minus 5 points if they go over the 7 Minute Mark for their Presentation

Minus 5 points (for each member) if they are not Professionally Dressed, Do not have their Camera on for the full length of the presentation, Did not test their audio