

	HD (80-100%)	D (70-79%)	CR (60-69%)	P (50-59%)	NP (0-49%)	NN (0)
Wrote a project background that enables the reader to visualise the project outcome. Includes motivation, people, aim and scope. (10pts)	Project background provides all the required information, and is clear, detailed and comprehensive	Project background provides all the required information, and is clear and comprehensive	Project background is clear and provides almost all the required information, some gaps may exist	Project background is understandable and provides, there are significant gaps in the required information.	Project background is not understandable and/or there are significant gaps	Not supplied
Project Progress discusses the outcomes to date: what has been achieved, features, and artefacts that have not been implemented together with reasons as to why these are not achieved. Lists any further limitations of the work (30pts)	Project progress is clear, detailed and comprehensive. Justification is credible and backed up by relevant evidence	Project progress is clear and comprehensive. Justification is credible and backed up by evidence	Project progress is clear, some gaps exist. Justification is backed up by connected evidence	Project progress is clear but significant gaps exist. Justification is backed up by connected evidence	Project progress is unclear and/or significant gaps exist and/or justification is not backed up by evidence	Not supplied
Describe what the challenges have been, how the team addressed them, and what you have	Everyone in the team thoroughly and thoughtfully addressed all the questions.	Everyone in the team thoughtfully addressed all the questions. Description is clear and comprehensive.	Most of the team addressed most of the questions. Description is clear, some gaps exist.	Missing a significant amount of the group member's sections. Description is clear	Majority of the team did not participate, and/or the description is unclear and/or significant gaps exist and/or	Not supplied

learned from them. (30pts)				but significant gaps exist.	missing challenges and learning section	
Created a persuasive elevator pitch (10pts)	Powerful and persuasive elevator pitch with sufficient information to attract potential investor(s).	Persuasive elevator pitch with sufficient information to attract potential investor(s).	Elevator pitch with sufficient information to potentially attract investor(s).	Elevator pitch is basic and not very persuasive and/or has too much and/or insufficient information to attract investor(s)	Pitch is unclear and/or essential information is missing	Not supplied
Create four position descriptions that you would employ to take your project to the next phase. (10pts)	Included 4 position descriptions and elaborated in a clear detailed and comprehensive way what skills are appropriate for each.	Included 4 position descriptions and elaborated in a clear and comprehensive way what skills are appropriate for each.	Included at least 3 position descriptions and elaborated in a clear way what skills are appropriate for each.	Included at least 2 position descriptions that included what skills are appropriate, some are irrelevant	Less than 2 position descriptions and/or did not include relevant skills	Not supplied
Correctly formatted according to supplied specifications (10 points)	Formatting is precise, and follows all instructions, no errors exist	Formatting follows all instructions, minor errors may exist	Formatting follows most of the instructions, no significant errors	Formatting follows most instructions but has one significant error.	Does not follow most instructions and/or has more than one significant error	Does not follow any instructions and/or has multiple significant errors.