**Specific Headings to Critique under;**

1. **The strength of the idea;** degree of novelty, commercialisation potential (any other headings you might decide to critique the idea under).
2. **The extent to which this idea was explored across the various sections of the business model canvas in terms of degree of depth of thinking/research, explore;**
   1. **Perceived degree of effort put into fleshing out different sections of the BMC; extensive, moderate, low.** This could cover perceived extent of the research & analysis undertaken to support justification for comments – pick 2-3 sections of the BMC to use as an example. *Go into detail to explain your rationale.*
   2. **Perceived sense of the degree of depth of conviction** of the team of presenters in the way they presented each part of the canvas and the overall energy of the group. *Go into detail to explain your rationale.*
3. **One other criterion** that has not been mentioned here that you feel the group should be judged against.
4. **Overall mark out of 100 that you would give the group and brief summary why.**

**In-class “critique and defense” offering views on the Business Model Canvases of each group – *Marking Sheet***

|  |  |  |
| --- | --- | --- |
| **Mark** | **Explanation** | **Marks Allowed** |
| **Depth of Analysis** | Level of ability to critique effectively under each heading provided; surface, moderate or in-depth critique | **40** |
| **Presentation skills** | Ability to get the key messages across with conviction and clarity and with energy; high, moderate, low. | **20** |
| **Presentation format for Critique** | The student presents whatever format is decided upon at Bachelor degree level with respect to; spelling, grammar, font size, spacing, layout etc. | **20** |
| **Subsequent defense of the BMC critique** | Strength of defense of the BMC; ability to provide a response to the critique in a calm and clear manner and ability to back up rationale with examples, research etc. | **20** |
| **Total marks** |  | **100** |

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