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| **Criteria** | **%** | **0-40** | **40-50** | **50-60** | **60-70** | **70-100** |
| **Strategy**  (Bus. model, strategy, regulation, conclusion & executive summary) | 40 | Does not present adequately ‘joined up’ strategic thinking. Fails to reach appropriate conclusion. | Inadequate standard of strat. analysis. Provides simplistic or unreasoned conclusion and summary. | Adequate standard of strat. analysis. Suitable conclusion & summary based on market analysis. | Good strat. Analysis. Informed conclusion and summary. | Very good to prof. standard of strategic analysis. Broad, reasoned and informed conclusions & summary. |
| **Market Analysis**  (Potential customers, marketing strategy, possible competition) | 35 | Does not consider potential customers or competition. Fails to present marketing strategy. | Description of potential customers and competition only. Marketing strategy unaligned with findings. | Adequate consideration of potential customers and competition. Marketing strategy reflects findings. | Discerning analysis of potential customers and competition with clearly aligned marketing strategy. | Strong to professional market analysis. Strategically aligned and knowledgeable marketing strategy. |
| **Product Definition**  (Product proposal, value proposition, development planning & tech. targets) | 25 | Does not provide adequate description or analysis of chosen product or product benefits. | Provides descriptive account of product, benefits and development only. Fails to analyse or evaluate these from strategic perspective. | Satisfactory product proposal and development planning. Demonstrates awareness of strategic value of product benefits. | Comprehensive product proposal and development planning. Identifies strategic value of product benefits. | Clearly defined product proposal and development planning. Capitalises on strategic value of product benefits. |

In addition to their specific criteria, the above components will be assessed according to their presentation and critical approach using the following criteria:

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| **Overall Presentation**  (Spelling, grammar, punctuation, structure, references) |  | Poor standard of spelling, grammar, and/or punctuation. Inappropriate and confusing structure, incorrect referencing. | Confusing writing style. Many mistakes in grammar, spelling and/or punctuation. Poorly researched, evidenced & presented. | Acceptable writing style. Mistakes in grammar, spelling and/or punctuation. Acceptably researched, evidenced & presented. | Clear writing style. Generally correct grammar, spelling and/or punctuation. Researched, evidenced & presented to good standard. | Articulate writing style. Grammar and spelling wholly accurate. Researched & evidenced to high standard. Professionally presented. |
| **Overall Analysis & Evaluation**  (Application, analysis and evaluation of knowledge) |  | Does not provide adequate description. Fails to analyse or evaluate. | Conveys descriptive information only. Little or no attempt made to contextualise, analyse or evaluate points made. | Descriptive information is satisfactorily contextualised, analysed and evaluated. Some consideration of real world feasibility issues. | Descriptive information is competently contextualised, analysed and evaluated. Perceptive consideration of real world feasibility issues. | Very good to professional standard of commercial awareness combined with strong knowledge of relevant industry. |