

Final Project Peer Review Guidelines

[Help](#)

How to Conduct Your Peer Assessment

Peer Assessment Deadline: **Thursday, December 4, midnight EST.**

You must complete one (1) Peer Assessment of a student's final project in order to receive a Certificate of Distinction. The link to start your peer review will be provided once you have completed your own final project.

As you read through the Final Project submission, you will assign a certain number of points to each component of the report, depending on how well the student achieves the quality outlined in the chart below. The number of possible points for each component will be clearly outlined in the peer review guidelines once you begin your review.

Criteria Rating Guidelines

You will use these guidelines to assign a grade for each component of the report below.

Criteria Rating	Description of Criteria Ratings
EXCELLENT	<ul style="list-style-type: none">• All required elements of this section are addressed substantially.• The author elaborates on each required element and provides compelling logic backed up by data and evidence gleaned from relevant sources and examples.• The author offers detailed and thoroughly developed interpretations and analysis of their descriptions.• The reader is left with a solid and highly-informed understanding of the key points of each topic.• <u>Recommendations section:</u> The recommended approaches are well developed and are feasible and reasonable given the ecosystem's opportunities and available resources described.

Required Components for Report

Required components for the report are listed below. Each component can be given a maximum score of the maximum points listed next to each. The criteria rating rubric for assigning these points is listed above.

I. Describing Your Entrepreneurial Ecosystem:

1. **Description of the Entrepreneur (3 points):** Describe a chosen local entrepreneur (this could be you or someone else). You are welcome to use the material you developed in your Midterm ALA for this part. It should include:
 - Who is the entrepreneur?
 - Their company's short history, mission, products and services
2. **Description of the Ecosystem (8 points):** Describe how this entrepreneur utilized the resources in their ecosystem to grow their company and what could have helped this entrepreneur grow their company even more effectively. Include a discussion of the presence *or absence* of at least some of the following components:
 - Government
 - Philanthropy
 - Anchor institutions
 - Intermediary institutions
 - Seed Accelerators
 - Angel Investors
 - Venture Capital
3. **Description of Challenges (5 points):** Describe the challenges that this entrepreneur faced. It should include:
 - The accessibility of funding for scale (rather than a market analysis of the products or companies themselves)
 - Assess the key strategic challenges and tradeoffs that the entrepreneur faced.
4. **Description of Opportunities (5 points):** Describe the unique opportunities that this entrepreneur experienced. It should include:
 - Elements that enabled company growth

- Supports that were available to help them succeed

5. **Description of Measures of Success (4 points):** Describe what success looks like to these entrepreneurs. It should include:

- How they measure success
- Who the beneficiaries of success are.

II. Describing Your Recommendations

6. **Description of Recommendations (10 points):** Describe one or two new resources or improvements to existing entrepreneurial resources that should be available to entrepreneurs like the one you described earlier. It should include:

- Proposition of new resources or improvements to existing resources that should be implemented.
- Description of the need for these improvements. Connect this to the earlier given assessment of the entrepreneurial ecosystem.
- Description of the benefits that these improvements would provide to the greater entrepreneurial ecosystem or economy.

7. **Description of the Roles of Government and Philanthropy (10 points):** Describe the key roles of government and philanthropic stakeholders who would be involved in implementing these improvements. Examine the following:

- Key challenges and opportunities that you anticipate local, regional, or national government stakeholders might experience in implementing these recommendations.
- Key challenges and opportunities that you anticipate anticipate local, regional, or national philanthropic stakeholders might experience in implementing these recommendations.

8. **Description of other Roles and Stakeholders (5 points):** Describe other key roles of stakeholders in the entrepreneurial ecosystem who might be involved in implementing these improvements. Examine any of the following:

- Anchor institutions
- Intermediary institutions
- Seed Accelerators
- Angel Investors
- Venture Capital
- Additional support systems or stakeholders

9. **Description of Your Role in Developing the Ecosystem (10 points):** Describe the role that you play in helping shape these kinds of resources in your community. This role might be minimal, and we encourage you to be creative. This section is meant to help you identify what role, no matter how small, you play in the larger entrepreneurial ecosystem.

10. **Thoughts on the Future of the Ecosystem (10 points):** Describe what you hope your ecosystem will look like in 5 years.

Describe it in 10 years. It should include:

- Description of how the entrepreneurial ecosystem might be different than it is now.
- Assessment of the key strategic challenges/tradeoffs that entrepreneurs in this ecosystem are likely to face.

11. **Description of Measures of Success for the Ecosystem (5 points):** Define what success for the resource providers in the ecosystem could look like. It should include:

- How success might be measured
- Who the beneficiaries of success in the ecosystem could be.

Extra Credit (5 points):

If the author has provided a YouTube link to a video submission to supplement their written analysis, they can be given 5 extra credit points. The link to the author's YouTube video will be pasted in the written portion of their assignment.

Created Mon 27 Oct 2014 3:28 PM PDT

Last Modified Thu 6 Nov 2014 12:07 PM PST

