

Entrepreneur Project Rubric

Dublin Engineering & Design Academy

Total Score _____/110 points

Overall Concept & Solution (20 points)

Elements	5 Points	4 Points	3 Points	2 Points	0 Points
Creativity (x 2)	Product represents a creative and unique design. Concept is unlike anything currently available and/or a substantial improvement to existing products.	Product represents a creative design. Concept is similar to items currently available but represents a substantial improvement to existing products.	Product represents a common design. Concept is similar to items currently available but represents an improvement to existing products.	Product represents a common design. Concept is similar to many items currently available but attempts at improvement have been made.	Product is the same as on that already exists.
Feasibility	Technology and materials exist to manufacture the product. Evidence that thought was put into creating a product that could realistically be made and sold.	Technology and materials exist to manufacture the product. Details of the feasibility may not have been considered.	Technology does not currently exist to manufacture the product.	Advancement in materials and technology would need to be made to create the product.	Product not feasible in any way.
Marketability	Product has a clear target consumer and would very likely be profitable to investors. Product addresses a clear need amongst consumers. Product costs would be significantly less than possible revenue.	Product has a target consumer and would be profitable to investors. Product addresses a need. Product costs would be less than possible revenue.	Product does not have a clear consumer and may not be profitable to investors.	Product may sell but would likely be unprofitable.	No one would buy this product.

Documentation (55 points)

Elements	5 Points	4 Points	3 Points	2 Points	0 Points
Professional Appearance	Includes all required sections; includes page numbers and appropriate section headings. <u>Font and spacing choices are appropriate</u> for each type of text and consistent throughout document.	Includes most required sections; includes page numbers and appropriate section headings. Font and spacing choices are appropriate.	Does not include all required sections; includes page numbers; section headings could have been better organized. Font and spacing choices not appropriate.	Missing many sections; does not have page numbers or section headings. Lack of care put into layout and organization.	
Title Page	Includes all components required for a complete title page.	Includes 80% or more of the necessary components for a complete title page.	Includes 60% or more of the necessary components for a complete title page.	Includes 50% or more of the necessary components for a complete title page.	This part was not done.
Table of Contents	Includes all major and sub headings and the <u>corresponding page numbers</u> .	Is missing some major and sub headings and the corresponding page numbers.	Is missing many major and sub headings and the corresponding page numbers.	Is missing most major and sub headings and the corresponding page numbers.	This part was not done.
Problem Description	Problem is explained fully, giving background as to specifically why the issue needs a solution. Target consumer is identified and strongly justifies the need. Statement of intent given describing the team's goal. Grammar, spelling, and punctuation are correct.	Problem is explained, giving background as to why the issue needs a solution. Target consumer is identified. Statement of intent given describing the team's goal. Grammar, spelling, and punctuation are mostly correct.	Problem is explained. Target consumer is identified. Statement of intent given describing the team's goal. Some grammar, spelling, and punctuation mistakes are present.	Problem is explained. Many grammar, spelling, and punctuation mistakes are present.	This part was not done.
Research Summary (x 2)	Summary fully details evolution of prior solutions using images and paragraph descriptions. Research contributes significantly to the background of the problem. Meets the length requirement. Grammar, spelling, and punctuation are correct.	Summary details evolution of prior solutions using images and paragraph descriptions. Research contributes to the background of the problem. Grammar, spelling, and punctuation are mostly correct.	Summary describes evolution of prior solutions using images and paragraph descriptions. Some grammar, spelling, and punctuation mistakes are present.	Summary describes evolution of prior solutions. Many grammar, spelling, and punctuation mistakes are present.	This part was not done.
Solution Summary (x 2)	Summary fully details concept using images and paragraph descriptions. Clear evidence that need is addressed within product highlights. Meets the length requirement. Grammar, spelling, and punctuation are correct.	Summary details concept using images and paragraph descriptions. Evidence that need is addressed. Meets the length requirement. Grammar, spelling, and punctuation are mostly correct.	Summary describes concept using images and paragraph descriptions. Some grammar, spelling, and punctuation mistakes are present.	Summary describes concept. Many grammar, spelling, and punctuation mistakes are present.	This part was not done.
Product Analysis	Appropriate product testing and/or surveys summarized that describe fully the rationale for product effectiveness and/or marketability. Graphs, tables, and/or statistics included. Meets the length requirement. Grammar, spelling, and punctuation are correct.	Product testing and/or surveys summarized that describe the rationale for product effectiveness and/or marketability. Meets the length requirement. Grammar, spelling, and punctuation are mostly correct.	Product testing and/or surveys summarized that describe the rationale for product effectiveness and/or marketability. Some grammar, spelling, and punctuation mistakes are present.	Product testing and/or surveys summarized. Many grammar, spelling, and punctuation mistakes are present.	This part was not done.

Elements	5 Points	4 Points	3 Points	2 Points	0 Points
Key Contributor Pages	One section per team member included that describes fully and accurately the contributions made by each individual. Grammar, spelling, and punctuation are correct.	One section per team member included that describes accurately the contributions made by each individual. Grammar, spelling, and punctuation are mostly correct.	One section per team member included that describes the contributions made by each individual. Some grammar, spelling, and punctuation mistakes are present	One or more team member missing contributions sections. Many grammar, spelling, and punctuation mistakes are present.	This part was not done.
References	All images and information cited appropriately. The reference page includes appropriate MLA citations with annotations. Sources are credible and represent accurate information.	Most images and information cited appropriately. The reference page includes MLA citations.	Some images and information cited appropriately. The reference page includes MLA citations.	The reference page includes MLA citations.	This part was not done.

Presentation (25 points)

Elements	5 Points	4 Points	3 Points	2 Points	0 Points
Presentation File – Sections	All required sections included and organized in an appropriate order. Images & information cited and reference slide included at the end.	All required sections included. Images & information cited and reference slide included at the end.	Most required sections included. Reference slide included at the end.	Some required sections included. Reference slide included at the end.	No presentation file done.
Presentation File – Appearance	Slides are themed appropriately and design is appealing. Text is brief and concise – color & size appropriate and clearly visible. Layout of images and text utilize space on slide well and organized appropriately.	Slides are themed appropriately. Text is brief and concise – color & size appropriate and visible. Images and text organized well on each slide.	Slides are themed. Text color & size are appropriate. Images and text organized on each slide.	Slides are themed. Text color & size are inappropriate, making it difficult to read. Images and text disorganized.	No presentation file done.
Presentation File – Content	Videos and/or images used throughout presentation to highlight features of the product. Text is relevant & help guide the presentation. Spelling & grammar correct throughout.	Videos and/or images used throughout presentation to highlight features of the product. Text is relevant. Spelling & grammar mostly correct throughout.	Videos and/or images used throughout. Text is relevant. Some spelling & grammar mistakes throughout.	Text is relevant, but may be too long and/or unnecessary. Many spelling & grammar mistakes throughout.	No presentation file done.
Presentation – Delivery	Excellent use of voice, posture, eye contact, gestures and pace. Interesting and vivid to hear.	Speaks clearly and confidently although may not demand attention or inspire interest.	Lack of confidence, appears nervous and fidgety. Marginal use of posture, eye contact, gestures, pace. Poor voice volume and intonation.	Speaker appears anxious. Difficult to hear.	Presentation is difficult to follow and understand.
Presentation – Content	Team members introduced. Effectively and creatively delivers the information while staying on topic and considering the audience. Concept is convincing and presenters “sell” the product well.	Team members introduced. Good delivery of information while staying on topic and considering the audience. Concept is convincing and presenters “sell” the product.	Team members introduced. Adequately delivers the information while staying on topic.	Delivers the information but does not stay on topic. Little consideration of audience. Uses incomplete sentences.	Little attempt is made to stay on topic. Does not consider audience.

Individually Scored Items (10 points)

Element	5 Points	4 Points	3 Points	1 Points
Teamwork & Productivity (x 2)	You are on task at all times and contribute in a positive manner. You work to settle disputes productively and treat others with respect at all times.	You are on task at all times and contribute in a positive manner. You work to settle disputes productively.	You are on task sometimes and contribute in a mostly positive manner.	You are off task and do not contribute in a positive manner. You are unable to settle disputes productively and are disrespectful at times.