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| **LEMBAR PENILAIAN** | | | | | | | | |
| **BINUS BUSINESS PLAN COMPETITION** | | | | | | | | |
| **SEMESTER GANJIL 2019/2020** | | | | | | | | |
| **BINUS ENTREPRENEURSHIP CENTER (BEC)** | | | | | | | | |
| **UNIVERSITAS BINA NUSANTARA** | | | | | | | | |
|  | Business Category | | : Food Industry | | | | | | |
|  | Business Name | | : Food Reciptants | |  | |  | | |
|  | Class / Section | : LB04 | |  | |  | |  |
|  |  |  | |  | |  | |  |
| **No** | **NIM** | **Nama** | | **Email** | | **No Hp** | | **Kehadiran** |
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| 7 |  |  | |  | |  | |  |

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| **LO** | **Indicators** | **Proficiency Level** | | | | **Score** |
| **Excellent** | **Good** | **Average** | **Poor** |
| **(85 – 100)** | **(75 – 84)** | **(65 – 74)** | **(<= 64)** |
| 1 | Described all prototype functions and features can be used | All functions and prototype features can be used properly | There are prototypes, functions and features only 50% that can be used | There are prototypes, functions and features only 30% that can be used | No Prototype |  |
| Getting out of the Building: Prototype Validation (min 30 users) | validation 30 users | validation 20 – 29 users | validation 10 - 19 users | validation <10 users |  |
| Getting out of the Building: Prototype Validation (min 5 partners) | < 5 partners validated | 3-4 partners validated | 1-2 partners validated | No partner Validation |  |
| 2 | Describes feedback on the validation process of prototypes from customers and if pivots needed | There is feedback explanation from 30 customers | There is feedback from 20 – 29 customers | There is a feedback from 10 – 19 customers | There is feedback from 10 customers |  |
| Describes the strategy of marketing from this product and Business Process | Customer Segment, targeting and posisioning, diferensiation, marketing mix, customer Relationship, and Business Process | Customer Segment, targeting dan posisioning, diferensiation, marketing mix, customer Relationship. | Customer Segment, targeting dan posisioning, diferensiation, | Only Customer Segment. |  |
| 3 | Documentation Making: Validation of feedback prototypes, pivot processes, Cost Production, monetizing | There are 3 complete and detailed documentation | There are 3 documentation but not detailed | There is 1-2 documentation | No Documentation |  |
| **Total : (Score/6)** | | | | | |  |

SRL 5 = > 65 - 100

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| **Feedback Dosen Kelas** | | | | |
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| Jakarta, …………….. | |
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| Tanda tangan | |
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| **Kode Dosen** | D5344 | | **Nama Dosen** | Hartanto | |
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