

FinTech Homework Week 1: Grading Rubric

	Novice	Apprentice	Senior	Master
Company Information and Business Activities	No company information provided.	Some publicly available company information is presented, but is not well organized.	Some publicly available company information is clearly presented and well organized. Audience, solutions and business metrics not fully addressed.	A great deal of publicly available company information is presented clearly and well organized, including detailed description of company's audience, solution and business metrics.
FinTech Domain Trends	No section on the landscape or competition.	The trends in the Fintech domain are not identified or clearly communicated and/or no competitors identified.	Some major trends in the landscape are identified, and at least one major competitor is identified.	A thorough synopsis of trends and landmarks in this FinTech domain is communicated, and several major competitors are identified.
Research Depth	2 or fewer sources cited.	2-5 sources are used and cited, but it is not entirely evident how that informed the case study.	5-10 sources are used and cited to get a thorough and cohesive view of the company's domain, history and results. It is clear that the sources were used to inform the case study.	8-10 (or more) sources are used and cited to get a thorough and cohesive view of the company's domain, history and results. Sources are specifically quoted and referenced clearly and accurately to inform the case study.
Recommendations	No recommendations included	Company recommendations are identified, but some of them are missing explanation and reasoning.	Company recommendations are identified and thoroughly explained. Some recommendations are based on opinion but not supported by research.	Company recommendations are thoroughly explained, based in research and backed with solid reasoning.
Presentation	No presentation was given.	Presentation style only sometimes conveys credibility and knowledge about the topic. Slides rely mostly on text. Images used do not necessarily aid in the presentation.	Presentation style conveys credibility and knowledge. Most of the slides support the message without being distracting, with a good balance of text and graphics.	Presentation style showcases the presenter's expertise and builds credibility. All of the slides support the message without being distracting. Text is minimal and is only there to aid the presentation. Graphics are used strategically and aid in the overall presentation.