Student Name:

Entrepreneur Project   **Total Score _____/132+ points total**

Item & Description Instructions & Due Dates	Points	Out of
Individual Brainstorm - 24 points (Individual)		
Do you have a folder in the appropriate location in Drive for all project files, shared correctly?		2
Do you have a copy of any Individual Brainstorming Activities in this folder?		2
Based on the assignment, you may be scored on the following:		10
• Have you completed the activity with accuracy & care?		5
• Have you provided enough ideas to demonstrate that you've brainstormed sufficiently?		3
• Have you made decisions rationally in your evaluations?		2
For your Top 2 Ideas Development:		10
• Do you have _at least_ 2 solutions developed based on your Top 2+ problems?		2
• Are each of your Top 2+ solutions developed and explained using an appropriate method, representing a skill you have learned in your specific engineering class?		4
• Are each of your Top 2+ solutions annotated and described well so that ANYONE reading your document would understand your intended idea?		4
Team Idea Evaluation & Planning - 16 points (Team)		
Do you have a folder for your team in the appropriate location in Drive for all project files, shared correctly?		2
Do you have a copy of the Solution Evaluation Spreadsheet in this folder?		1
Do you have at least 2 per person (if team) or 4 (if individual) ideas in your Solution Evaluation spreadsheet?		2
Have you plotted each solution in the Quadrant Diagram or scored in the Decision Matrix rationally?		4
Have you provided rationale for placement or scoring that is logical and accurate?		4
Do you have a copy of the Team Plan Spreadsheet in this folder?		1
Have you developed team norms for your project team?		1
Have you developed a good working Gantt chart for your project team?		1
Solution - 20 points (Team)		
Does your solution clearly define a correct target consumer for the product?		4
Is your product unique in solving the problem for the target consumer?		4
Does your product provide a creative or new approach to the problem, providing a substantial improvement to all existing products?		4
Does your solution provide a sustainable way to maintain the product for clients (costs/revenue balance)?		4
Does the technology and resources exist to make this product a reality in the near future?		4

Item & Description	Points	Out of
Documentation - 54 points (Team)		
Does your document have a title page with an image of your product or brand, team members' names, classes, and year?		2
Does your document have a table of contents with all major sections and corresponding page numbers?		2
Does your problem description clearly define the problem being addressed by your product?		4
Does your problem description clearly define a target consumer?		4
Does your research summary provide a full explanation of the background to your idea, including all existing and prior solutions, *backed by cited resources*?		4
Does your solution summary clearly describe your product, especially how it is unique to prior solutions?		4
Does your solution summary include images or models demonstrating what the product would look like or be composed of?		4
Does your solution summary include a description of how your product **clearly adds value** to the target consumer, *backed by cited analysis*?		4
Does your product evaluation include an analysis of the current iteration of your product in the form of *target consumer feedback and/or mathematical/scientific evaluation*?		4
Does your product evaluation include a description of how the product could be improved and rationale based on target consumer feedback?		4
Does your document have a well-written key contributor section with clear descriptions of what each team member provided to the design process? If you worked alone, does this section clearly identify the skills that you bring to the process in order for this solution to be a success?		4
Does your document use proper *APA in-text citations* for information and images used from sources?		4
Does your document have a *works cited/reference section* with all citations in proper APA format?		4
Is the overall appearance of your document consistent and professional - 11-12 pt size font, consistent spacing choices, images properly titled/captioned, general layout neat and organized?		2
Is the overall grammar, spelling, punctuation correct throughout the entire document?		4
Presentation - 18 points (Team)		
Does your presentation introduce all team members and courses?		2
Does your presentation provide a clear motivation for your solution - a target consumer is evident and the problem is significant?		4
Does your presentation highlight the key features of your product?		4
Does your presentation present an evaluation of your product by the target consumer?		4
Is your presentation interesting and engaging to watch?		2
Does your presentation include creative elements in terms of design, content, or organization?		2