

Skill	Exceeds – 5	Meets – 3	Needs Revision – 1
Completion	<ul style="list-style-type: none"> All aspects of proposal are complete, fulsome information exceeds the submission requirements 	<ul style="list-style-type: none"> Proposal generally complete, satisfies the submission requirements 	<ul style="list-style-type: none"> Incomplete and missing a significant number of the required content
Content	<ul style="list-style-type: none"> Solution is probable, realistic Pitch offers compelling reason why the client should choose the team 	<ul style="list-style-type: none"> Summary of case demonstrates sufficient understanding of issue Pitch generally suggests value of group to client 	<ul style="list-style-type: none"> Summary of case demonstrates gaps or lack of understanding of issue Pitch fails to persuade client to select group
Analysis	<ul style="list-style-type: none"> Ideas are communicated very clearly Plan uses multiple, diverse, properly sourced and cited resources Plan generally addresses the case properly Some evidence that thoughtful research and analysis has occurred Timeline is ambitious but achievable, detailed, and measured Technical requirements are informed, well researched, communicated clearly 	<ul style="list-style-type: none"> Ideas are communicated clearly, with few unclear areas Plan uses some resources from different sources, and includes some citations Plan generally addresses the case properly Some evidence that thoughtful research and analysis has occurred Solution is possible Timeline is generally possible Technical requirements generally understood, some research evident 	<ul style="list-style-type: none"> Ideas not clear Plan does not call for appropriate resources Plan does not address issue properly No evidence that research or detailed analysis has occurred Solution is not possible Timeline is not possible Technical requirements not communicated or not understood, little research evident
Team Vision	<ul style="list-style-type: none"> Team responsibility rationalized, capitalizes on each members' VIPS, balanced workload The proposal reflects some degree of originality Proposed solution is somewhat innovative The team approached this problem with some degree of creativity, enthusiasm 	<ul style="list-style-type: none"> Team responsibility suggests breakdown of workload for each member The proposal reflects some degree of originality Proposed solution is somewhat innovative The team approached this problem with some degree of creativity, enthusiasm 	<ul style="list-style-type: none"> Team responsibility unfairly balanced, or does not indicate breakdown Proposal not original, not fresh ideas Proposed solution is not at all innovative The team approached this problem with a low degree of creativity, enthusiasm

Format & Style	<ul style="list-style-type: none"> • Proposal reflects outstanding professional presentation, strong design • Sections clearly identified with headers, index • Paragraphs used to communicate complete ideas using transition statements • Sentences convey meaning using varied forms, tenor. • Font, margins deployed perfectly • Proper grammar and spelling is deployed perfectly, with no errors 	<ul style="list-style-type: none"> • The proposal reflects some standards of professional presentation • Sections generally identified, paragraphs are used in most places to communicate sections • Full sentences are used in most areas to communicate thoughts • Font, margins generally correct • Proper grammar and spelling is deployed, with few errors 	<ul style="list-style-type: none"> • The proposal reflects few standards of professional presentation, generally unprofessional • Sections not properly identified, paragraphs are not used properly, or sections are unclear • Sentences are incomplete or unclear • Font, margins incorrect or unprofessional • Grammar and spelling used improperly, multiple errors
Overall Score /25			