Assessment Rubric for Business Plan Project (EBS 405)

The following rubric outlines the evaluation criteria for the business plan project. Your grade will be based on how well your submission meets the expectations in each category. Additionally, an oral presentation rubric is included to assess the quality of the presentation of the business plan.

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| **Criteria** | **Excellent (90-100%)** | **Good (80-89%)** | **Satisfactory (70-79%)** | **Needs Improvement (60-69%)** | **Unsatisfactory (<60%)** |
| **Executive Summary** | Clear, concise summary covering all key points (business concept, target market, products, location, funding needs). Provides strong, engaging overview. | Covers key elements but may lack some depth or clarity. Generally effective summary. | Covers most key elements but may be unclear or too general. Missing some important details. | Summary lacks clarity and detail, and misses several key points. | No clear executive summary, or summary is missing important components. |
| **Company Description** | Provides comprehensive description, clearly explaining the business, mission, vision, values, and team. Well-researched. | Provides good description with some minor gaps in clarity or detail. | Adequate description but lacks depth or clarity in some areas. | Incomplete or unclear description, missing key elements. | Company description missing or extremely vague. |
| **Products/Services** | Thorough and detailed product/service description, with a clear unique value proposition. Strong product development insights. | Good description with some explanation of the value proposition. Could use more detail on product development. | Sufficient description, but lacking depth on value proposition or development. | Basic description, missing unique value proposition or development status. | Product/service description unclear or insufficient. |
| **Market Analysis** | Strong, data-backed analysis of market size, target customers, competition, and marketing strategy. Insightful use of market data. | Good market analysis with some minor gaps in depth or data. Competition and customer analysis covered. | Basic market analysis but lacking depth in customer profiles or competitive landscape. | Limited market analysis, lacking data and clear competitive or customer insights. | Market analysis missing or insufficient, lacking basic details. |
| **Operations Plan** | Comprehensive, detailed operations plan, covering supply chain, production, location, and regulatory issues. Clear and realistic. | Good plan with most key elements covered. Some minor gaps in detail or clarity. | Satisfactory operations plan but may lack depth or cover some points superficially. | Limited operations plan with several missing or unclear elements. | No clear operations plan or insufficient detail provided. |
| **Management Team** | Detailed profiles of team members with relevant experience. Roles and responsibilities clearly defined. Advisors well-integrated. | Good team profiles but may lack some detail on experience or responsibilities. | Basic profiles of team members but lacking depth or clarity on roles. | Team profiles incomplete or missing key information. Roles unclear. | No or minimal information provided on management team. |
| **Financial Plan** | Comprehensive financial plan with realistic projections, well-supported assumptions, and clear funding needs. Break-even and exit strategy well-justified. | Good financial plan with most elements covered but some assumptions may be unclear or projections less detailed. | Financial plan covers the basics but may lack depth or clarity. Some assumptions unclear. | Limited financial plan with unclear or unrealistic projections. Missing key elements like exit strategy. | Financial plan insufficient, with missing or unclear projections and assumptions. |
| **Funding Request** | Clear and specific funding request, with detailed use of funds and realistic milestones. Form of funding and returns well-explained. | Funding request is clear but may lack some depth in fund usage or milestones. | Basic funding request but lacking in specific details or milestones. | Vague or unclear funding request, with minimal details on use of funds or returns. | Funding request unclear or missing important details. |
| **Risk Analysis** | Thorough and insightful risk analysis, with contingency plans for market, operational, competition, and regulatory risks. | Good risk analysis with most key risks covered, though contingency plans may lack depth. | Sufficient risk analysis but lacking depth or clear contingency plans. | Limited risk analysis, with several important risks unaddressed. | Risk analysis missing or insufficient, lacking key details. |
| **Professionalism and Formatting** | Well-organized, professional document, free of errors. Logical flow with effective use of visuals and supporting documents in appendices. | Mostly well-organized and professional, with minor formatting or typographical errors. | Satisfactory formatting but may lack professional presentation or contain several minor errors. | Document organization is poor, with frequent errors or unclear presentation. | Poorly organized, with frequent errors and unclear formatting. |

# Oral Presentation Rubric

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| **Criteria** | **Excellent (90-100%)** | **Good (80-89%)** | **Satisfactory (70-79%)** | **Needs Improvement (60-69%)** | **Unsatisfactory (<60%)** |
| **Content Mastery** | Demonstrates complete understanding of the business plan, communicates ideas clearly and confidently, covers all major points. | Good understanding of the business plan, though some minor details may be missed or unclear. | Shows basic understanding but lacks depth in some areas. Covers most major points. | Limited understanding of key aspects of the plan, misses important details. | Lacks understanding of the business plan, misses major points. |
| **Organization** | Presentation is well-organized, with a logical flow of ideas. Transitions are smooth and enhance understanding. | Good organization, with a few minor issues with flow or transitions. | Presentation is somewhat organized, but ideas may not flow logically. | Presentation lacks clear organization, making it difficult to follow. | No clear organization, ideas presented in a confusing or random manner. |
| **Delivery** | Presenter speaks clearly and confidently, engages the audience, and maintains a steady pace. No reading from notes. | Delivery is clear but may lack confidence or engagement with the audience. Minimal reading from notes. | Presentation is understandable but may be monotone or lacking in engagement. Relies on notes. | Delivery is unclear, lacks engagement, and relies heavily on reading from notes. | Presenter is difficult to understand, reads directly from notes, little to no engagement. |
| **Use of Visuals** | Visual aids (slides, charts) are clear, well-designed, and support the presentation effectively. | Visual aids are generally good but may lack polish or not fully support the presentation. | Visual aids are present but not fully integrated into the presentation. | Visual aids are limited, unclear, or do not contribute meaningfully to the presentation. | No visual aids, or visual aids are poorly designed and distracting. |
| **Time Management** | Presentation is within the allotted time, with no rushing or unnecessary delays. | Presentation slightly over or under time but generally well-managed. | Presentation is noticeably over or under the allotted time but still manages to cover key points. | Presentation is too short or too long, missing key points or rushing through material. | Presentation is far too short or long, missing significant content or dragging unnecessarily. |
| **Response to Questions** | Handles questions confidently, providing clear and well-supported answers. | Generally answers questions well, though may struggle with some details. | Provides adequate answers but may lack depth or confidence. | Struggles to answer questions, lacking clarity or understanding. | Unable to answer questions, shows little understanding of the business plan. |

## Grading Breakdown for Written Business Plan

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| --- | --- |
| **Section** | **Weight (%)** |
| Executive Summary | 10% |
| Company Description | 10% |
| Products/Services | 10% |
| Market Analysis | 15% |
| Operations Plan | 10% |
| Management Team | 10% |
| Financial Plan | 15% |
| Funding Request | 10% |
| Risk Analysis | 10% |
| Professionalism and Formatting | 10% |

## Grading Breakdown for Oral Presentation

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| --- | --- |
| **Section** | **Weight (%)** |
| Content Mastery | 25% |
| Organization | 20% |
| Delivery | 20% |
| Use of Visuals | 15% |
| Time Management | 10% |
| Response to Questions | 10% |

## Additional Notes

* **Late Submission Penalties**: Submissions after the deadline will incur a 5% penalty for each day late, up to a maximum of 20%.
* **Plagiarism**: Plagiarism will result in a grade of 0% for the project.
* **Supporting Evidence**: Use credible sources to support your market analysis, financial projections, and other claims made in the business plan.