

Criteria	Exceeds Expectations	Meets Expectations	Marginal	Fails to Meet Expectations	Score
Project Description	Understandable, precise description of project so that it is clear what the group wants to deliver. More discussion on “what” compared with “how”. 1 pt	Slightly too verbose or not enough detail to understand fully what the project will deliver. In general, it is understandable and reasonably informative. 1 pt	Much too much “how” and not enough “what”. Reader will not be clear as to what is wanted for the overall deliverable. 1 pt	Sloppy and not understandable. Clear that there was little effort expended in writing the description. 0 pts	/1 Point
Goal Content	Goals at the right level of detail. Goals well explained to put into appropriate context. 2 pts	Generally, goals at the right level of detail. Reasonable explanation of goals as needed. 2 pts	Several goals at inappropriate level of detail. Goals appear to just be detailed requirements or are so general as to sometimes not be useful. 1 pt	Goals at the wrong level of detail. Unfocused, unconvincing selling points that are not put into context. Fails to convince one of the need to use any more resources on this project. 0 pts	/2 Points
Number of goals	Appropriate number of goals for project. 2 pts	Approximately correct number of goals. Perhaps missing one or have a redundant goal. 2 pts	A couple too many or too few goals. Missing a key goal needed for project success or project goals at too low a level of detail resulting in multiple low level goals that could be summarized by a higher level goal. 1 pt	Too many or too few goals. Goals are detailed requirements or are missing multiple key goals for project success. 0 pts	/2 Points
Goals are selling points	All goals are strong selling points for the product. 3 pts	Most goals are strong selling points for product. Most goals formulated as strong "selling points" for the product. 2 pts	Some goals are strong selling points. Some effort to create selling points but not generally succeeding. 1 pt	Most goals are not strong selling points. Unfocused, unconvincing selling points that are not put into context. Fails to convince one of the need to use any more resources on this project.	/3 Points

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				0 pts	
Formatting and style	<p>Document is well formatted with clear headings, correct grammar and spelling. Terms and acronyms defined before use. Appropriate use of formatting (i.e., italics, captions etc.) Document perfectly targeted at appropriate audience of manager, decision maker, potential investor Professional quality document.</p> <p>2 pts</p>	<p>Reasonably well formatted and appropriate headings, correct grammar and spelling. Terms and acronyms usually defined before use. Generally, authors' use of formatting is appropriate. Document makes reasonable effort to target audience of manager, decision maker, potential investor. May have too little or too much detail in places but generally well done. Good quality document.</p> <p>2 pts</p>	<p>Document makes some use of formatting. Terms and acronyms not always defined. Maybe some spelling and grammatical errors. Document has some elements to target audience of manager, decision maker, potential investor but does not really succeed. Reasonable draft quality document but not really final submission quality.</p> <p>1 pt</p>	<p>Document contains obvious errors and is sloppy. No effort made to target specific audience. Poor quality document.</p> <p>0 pts</p>	/2 Points

Overall Score:

Feedback: