

## **Presentation Guideline and Scoring Rubric for Business Plans**

This competition challenges students to present well-developed business models and implementation plans. On the day of the competition, contestants must bring five printed copies of their presentation slides plus a one to two-page executive summary for review by the judges.

Beyond demonstrating either a viable consumer need or the ability to create a consumer need, identifying a target market, and explaining how you will operate and manage your business for success; business plan presenters will be expected to provide more substantive items. The goal is to convince the judges that the product, service, or technology offers a solution to a problem faced by consumers in a target market, or is creating something innovative and different that will create a new need/demand in the market, and how the presented plan best achieves the stated goals. Presenters are expected to use the following criteria to do so:

- Formally introduce and provide a brief overview of how your product/service creates value
- Provide a research-based overview of your industry, your target customer, and your competition.
- Detail how you will market, operate, and manage your business for success
- Present a plan for essential financial and non-financial resources for start-up and three-year growth.
- How will your business achieve long-term scalable impact beyond your initial identified opportunity?

Participants in the Business Plan division will be given **7 minutes to present, followed by a question and answer period of up to 3 minutes.**

**BUSINESS PLAN SCORING RUBRIC**

	1	2	3	4	5
	Very Weak or Missing	Weak	OK	Good	Great

Please Check your score for each category below:

<b>Content</b>					
Unique Value Created					
Industry, Target Customer and Competition					
Marketing, Operation, and Management of Business					
Financial and Non-Financial Resource Plan					
Growth Potential Beyond Initial Opportunity					
<b>Delivery</b>					
Storytelling - introduction, logical flow, and summary					
Energy, Confidence and Creativity					
Verbal and Non-Verbal Communication					
Respected the time limit <i>Circle One</i>	Yes	No			
<b>Q&amp;A</b>					
Provided concise, convincing and informed answers					
<b>Overall Impression</b>					
Content					
Delivery					
Q&A					