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

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Please Check your score for each category below:

### Content

- 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

### Delivery

- **Storytelling** - introduction, logical flow, and summary
- Energy, Confidence and Creativity
- Verbal and Non-Verbal Communication
- Respected the time limit
  - *Circle One*
  - Yes
  - No

### Q&A

- Provided concise, convincing and informed answers

### Overall Impression

- Content
- Delivery
- Q&A