

(505) Entrepreneurship
Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
Business Plan did <i>not</i> exceed ten (10) pages single-sided. The Title Page, Table of Contents, and Works Cited are not included in the ten (10) page limit.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) combined PDF file containing their Business Plan to include the Title Page, Table of Contents, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Executive Summary	Lacks detail, unclear, fails to engage.	Provides a clear overview but lacks engagement.	Compelling, detailed, thoroughly engages.	/30
Description of Proposed Business	Vague, lacks clarity, fails to intrigue.	Adequate description that generates interest.	Thorough, intriguing, captivates interest.	/30
Objectives of Business	Unclear or missing Mission and Vision.	Clear Mission and Vision with adequate objectives.	Clear, inspiring Mission and Vision.	/30
Proposed Business Strategies	Vague, unrealistic.	Realistic short-term and long-range plans.	Well-structured, innovative, achievable.	/30
Product(s) and/or Service(s)	Unclear, lacks detail, fails to differentiate.	Adequate description with some unique aspects.	Detailed, compelling, highlights advantages.	/30
Management and Ownership of the Business	Unclear, incomplete chart and roles.	Clear organizational chart with adequately described roles.	Comprehensive chart with detailed roles.	/30
Marketing Analysis	Poorly defined target market, unclear edge.	Clearly defines target market and competitive edge.	In-depth analysis, strong edge, justified pricing.	/30
Evaluation Criteria	Below Expectations 0-13 points	Meets Expectations 14-27 points	Above Expectations 28-40 points	Points Awarded
Financial Analysis	Incomplete, unrealistic financial information.	Provides adequate financial details, including a basic balance sheet.	Comprehensive, realistic, detailed balance sheet.	/40
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Overall Appearance, Conciseness, and Completeness	Plan is disorganized, wordy, or missing sections.	Plan is well-organized, concise, and complete.	Plan is exceptionally well-organized, concise, and complete.	/15
Writing Accuracy	Frequent grammar or spelling errors.	Contains some grammar or spelling errors.	Contains very few or no grammar or spelling errors.	/15
TOTAL TECHNICAL POINTS				/300



JUDGES COMMENTS

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Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)