

Scoring Rubric

Company/Organization Name: _____

School: _____

Assigned Score Criteria	1 Weak	2	3	4	5 Strong
Creativity/ Innovation	Idea(s) either is not new or imitates a group or example presented	Idea(s) is not new and/or common among other applicant(s)	Idea(s) may be somewhat new and demonstrate some imaginative thinking	Idea(s) are unusual and original to the group and demonstrate imaginative/innovative thinking	Idea(s) are unusual and original and demonstrate imaginative/innovative thinking and can contribute significantly to the community/audience it addresses
Product/ Service Clarity	Little or no appropriate explanation is given and details are absent or incorrect	Explanation is understandable and somewhat detailed but may be unclear, uneven, or underdeveloped in some places	Explanation is clear, and includes some detail	Explanation is clear, using language of the industry/service area vocabulary and many details	Explanation of product/service is clear, concise and precise Presentation vocabulary, diagrams, graphics, and other visual aids are easy to understand and have positive impact on consumers and/or investors
Defined Market Potential	This product/service is unmarketable in its current state.	Product/service is positioned for the marketplace in general	Product/service identifies several broad segments of the marketplace	Product/service identifies a specific segment(s) of consumers and describes the demographic characteristics of the segment(s)	Product or service identifies a previously unmet need, issue, or purpose and identifies specific consumer groups to which the product/service can be targeted
Competitive Landscape	Direct and indirect competitors are not identified No clear understanding of current industry trends.	Competition is referenced in general terms only No reference to competitive reaction to new entries to the market place	Competitive pressures and reactions are identified in a way that indicates readiness	Product/service is described in a manner that demonstrates an understanding of consumer needs and how to satisfy those needs	Concept has a clear and unique competitive edge Direct and indirect competitors are identified Clear understanding of current industry trends outlined
Operational Sustainability	Inadequate funding to reach breakeven point Multi-faceted marketing plan absent Seasonality of consumer activity not identified Concept lacks adaptability to adjust to market demands (hours of operation, channels of distribution, back up suppliers, ability to change product line/mix) External threats are not acknowledged i.e. economic downturns, the regulatory environment, competition	Startup funding identified and quantified Vague understanding of operating costs Concept shows some ability to adapt to pressures General knowledge of local market conditions	Complete funding plan outlined Marketing plan is general and has some detail Concept has little ability to adapt to competitive pressure	Startup funds , operating funds , and funding sources presented in detail Marketing plan is detailed: print, social, and electronic campaigns Concept has some ability to adapt to changing marketplace conditions	Adequate funding to reach profitability Debt repayment plan outlined Multi-faceted marketing plan outlined Seasonality of consumer activity as it relates to the concept explained Threats are acknowledged and compensated for – i.e. economic downturns, the regulatory environment, competitive pressures
					Total Score =