



National Business Plan Competition
2015-2016 Business Plan Oral Presentation Rubric

SCORING KEY

		Score
Well above standards	outstanding execution; research exceptionally well done	5
Above standards	well executed; research well done; few minor errors or omissions	4
Meets standards	includes essential components; most components are relatively clear, coherent and contain relevant content	3
Below standards	missing essential components; components are unclear; does not contain relevant content	2
Well below standards	major flaws or section missing	1

COMPONENT & EXPLANATION		Weight
Opening	<ul style="list-style-type: none"> • Introduction: A compelling opening that grabs the viewer’s attention and outlines the scope and purpose of the presentation 	10%
About the Business	<ul style="list-style-type: none"> • Company Overview • Mission Statement • Management Functions: <ul style="list-style-type: none"> ○ Planning / Organizing / Directing / Controlling • SWOT Analysis: Distinguish between internal and external analysis. 	10%
External Environment	<ul style="list-style-type: none"> • Current economic conditions • Industry analysis – real & virtual. <ul style="list-style-type: none"> ○ <i>Real</i>: Demonstrate an understanding of the real world industry by providing information about size, profitability, current challenges, competitive pressures, etc. ○ <i>Virtual</i>: Provide evidence that research was done to obtain information about the status of this industry in the virtual economy, i.e, # of competitors, profitability, expected demand, financial condition of prospective customers, etc. • Competitive analysis: Identification and examination of characteristics of competing firms in the virtual marketplace. (If there are no direct competitors, analysis of indirect competitors.) 	10%
Marketing Plan	<ul style="list-style-type: none"> • Target market & market segmentation: <ul style="list-style-type: none"> ○ Identifies a specific group of consumers toward which firm directs its marketing efforts. ○ Separates layers of market according to some of the following: demographics, geography, psychographics, benefits, etc. • Marketing Mix: <ul style="list-style-type: none"> ○ Product / Price / Placement / Promotion / Positioning • Discussion of business risks <ul style="list-style-type: none"> ○ Identify the risks that will occur if assumptions you have made are incorrect. ○ Provide a strategy for dealing with the risks identified. 	10%

<p>Financials</p> <ul style="list-style-type: none"> • <i>Maximum points for successfully identifying and communicating the financial information that is relevant insofar as it contributes to an understanding of the overall plan.</i> • <i>May include statements, analysis or insights from the break-even analysis, income statement, balance sheet, and/or cash budget.</i> • Local competitions: includes information on projections and assumptions through 4/30/16. • National competition: includes financial projections through 4/30/16 <i>and a comparison to actual numbers as of 2/28/16.</i> 	10%
<p>Quality of Slideshow</p> <ul style="list-style-type: none"> • Logical organization, well designed, understandable content; • free of errors, good writing quality; • appropriate and effective use of charts, graphs and graphics. 	10%
<p>Quality of Oral Delivery</p> <ul style="list-style-type: none"> • Persuasive, engaging; articulate, correct grammar and pronunciation; avoids use of slang and fillers (uh, like, you know, etc.) • appropriate voice projection or use of microphones; • personable, connects with audience, makes eye contact; • professional attire and demeanor; appropriate body language • syncopation of slides and speaker; • no frivolous content, overused introductions, redundant information. 	10%
<p>Questions and Answers</p> <ul style="list-style-type: none"> • Accuracy: relevant, truthful, and accurate. • Quality: response is appropriate and answers the question (great response, but does it answer the question?) • Poise: Comfortable, confident and responds well if unable to answer the question. • Team coordination: responses are not dominated by a single team member and a majority of team members participate. 	25%
<p>Feasibility</p> <p>____ I would invest in this company (5 points)</p> <p>____ I would consider investing in this company but need more detail or further development (2 points)</p> <p>____ I would not invest in this company (0 points)</p>	5%

<p>Time Limits</p> <ul style="list-style-type: none"> • Local competitions: 8 minute presentation + Q & A period • National competition: 10 minute presentation + Q & A period <p>Penalties (<i>10 second grace period before 1st penalty applied</i>)</p> <ul style="list-style-type: none"> • Up to 30 seconds over: 1 point. • 31 to 60 seconds over: 2 points. • 61 seconds up to 2 minutes over: 5 points. • More than 2 minutes over: 10 points.
--