

Business Proposal/Presentation (“Pitch”)

Name of Business _____

Student Name(s) _____

Score Levels	Excellent	Good	Needs Improvement	Does Not Meet Standards
<p>*Content (A – E)</p> <p><i>*this category is weighted more!!</i></p>	<ul style="list-style-type: none"> ▪ All answers are well thought out and effectively and accurately communicates why you would start this business ▪ Reflects application of critical thinking 	<ul style="list-style-type: none"> ▪ All answers are well thought out and effectively communicates why you would start this business ▪ Has application of critical thinking that is apparent 	<ul style="list-style-type: none"> ▪ Most answers are well thought out and communicates why you might start this business ▪ Has application of critical thinking ▪ Has some factual errors or inconsistencies 	<ul style="list-style-type: none"> ▪ Provides inconsistent information with significant factual errors ▪ Business choice seems illogical ▪ Has no apparent application of critical thinking
<p>Preparedness</p>	<ul style="list-style-type: none"> ▪ Clearly focused in an organized and thoughtful manner ▪ Information is constructed in a logical pattern to persuade the class to invest in your business 	<ul style="list-style-type: none"> ▪ Information is persuasive ▪ Group presents information in a logical and sequential matter 	<ul style="list-style-type: none"> ▪ Information has a focus but strays from goal and objectives ▪ Information appears to have a pattern, but the pattern is not consistently carried out in the project 	<ul style="list-style-type: none"> ▪ Is unfocused and haphazard. ▪ Information does not support the objectives or concepts ▪ Information has no apparent pattern
<p>The Pitch</p>	<ul style="list-style-type: none"> ▪ Information was presented in an original creative format that was engaging and persuasive ▪ Convinces the “investors” your business has profit potential 	<ul style="list-style-type: none"> ▪ Information was presented in an engaging, persuasive format with some creative parts ▪ Shows the “investors” your business has profit potential 	<ul style="list-style-type: none"> ▪ Presentation was not original and did not always hold nor sway the attention of the audience ▪ Mentions how your business could be profitable 	<ul style="list-style-type: none"> ▪ Presentation was not captivating and did not include any original elements; not at all persuasive ▪ Fails to demonstrate profitability of business
<p>*Business Plan</p> <p><i>*this category is weighted more!!</i></p>	<ul style="list-style-type: none"> ▪ Is well-researched and supported by complete and accurate costs of production, projected sales and financing ▪ All components thoughtfully carried out 	<ul style="list-style-type: none"> ▪ Is well-researched and supported by complete costs of production, projected sales and financing ▪ All components carried out 	<ul style="list-style-type: none"> ▪ Is supported by costs of production and projected sales ▪ Most components carried out 	<ul style="list-style-type: none"> ▪ Some costs of production have been researched and carried through the plan ▪ Many aspects missing
<p>Student/Group Performance</p>	<ul style="list-style-type: none"> ▪ Used class time effectively and wisely ▪ Work shows extreme effort 	<ul style="list-style-type: none"> ▪ Used class time effectively ▪ Work shows effort 	<ul style="list-style-type: none"> ▪ Used class time somewhat effectively ▪ Work shows some effort 	<ul style="list-style-type: none"> ▪ Inefficient use of time ▪ Effort is questionable

Comments:

Total Grade: