Business Plan Rubric

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Team Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CATEGORY** | **4** | **3** | **2** | **1** | **SCORE** |
| **ORGANIZATION** | Information is very organized with well-constructed paragraphs and subheadings. | Information is organized with well-constructed paragraphs. | Information is organized, but paragraphs are not well constructed. | Information is disorganized. |  x**3** |
| **PARAGRAPH CONSTRUCTION** | All paragraphs include introductory sentence, explanations or details and concluding sentence. | Most paragraphs include introductory sentence, explanations or details, and concluding sentence. | Paragraphs included related information but were typically not constructed well. | Paragraphing structure was not clear and sentences were not typically related within the paragraphs. |  x**3** |
| **QUALITY OF INFORMATION** | Information clearly relates to the main topic. It includes several supporting details and/or examples. | Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples.  | Information clearly relates to the main topic. No details and/or examples are given. | Information has little or nothing to do with the main topic. |  x**4** |
| **MECHANICS** | No grammatical, spelling, or punctuation errors. | 1-3 grammatical, spelling, or punctuation errors. | 4-6 grammatical, spelling, or punctuation errors. | 7+ grammatical, spelling, or punctuation errors. |  x**3** |
| **PRODUCT IDEA** | Idea is realistic, well planned, and each part of the business plan is fully developed. | Idea is realistic, mostly well planned, and 1-2 sections of the business plan are NOT fully developed. | Idea is somewhat realistic, partially well planned, and 3-4 sections of the business plan are NOT fully developed. | Idea is not realistic, is not well planned, and each party of the business plan is NOT developed. |  x**4** |
| **PRESENTATION** | Speaks clearly and confidently. Presentation is focused and convincing. | Speaks clearly with some confidence. Presentation is focused and convincing most of the time. | Speaks clearly some of the time. Presentation is focused and convincing some of the time. | Often mumbles, difficult to understand, and no confidence. Presentation lacks focus and is not convincing. |  x**3** |

**Comments:**

**Total Score: /80**