**Starting a Business Rubric**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do not lose this. Someone in your group must give this to me in order to get a grade on the project.

Written Work (No Folders or Binders!)

All questions are answered (1-17) completely, in complete and comprehensible sentences and

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | paragraphs. | | |  |  |  |  |  |
| Thorough? | 50 | 45 | 40 | 35 | 30 | 25 | 20 | 15 | 10 | 5 | 0 | Incomplete! |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | The Pitch | |  |  |  |  |  |
|  |  | Time: |  |  |  | Over |  |  |  | Under | |  |
|  |  |  |  |  | Eye Contact | | |  |  |  |  |  |
| Looked at Everyone | |  | 5 | 4 |  | 3 | 2 |  | 1 | 0 |  | Looked at No One |
|  |  |  |  |  | Projection | | |  |  |  |  |  |
| We can hear you | | | | 5 | 4 | 3 |  | 2 | 1 |  | 0 | Huh? |
|  |  |  |  |  | Enthusiasm | | |  |  |  |  |  |
| Engaging |  |  | 5 | 4 |  | 3 | 2 |  | 1 | 0 |  | I Fell Asleep |
|  |  |  |  | Any Idiosyncrasies | | | | |  |  |  |  |
| None | 10 | 9 | 8 | 7 6 | 5 | 4 3 | 2 | 1 | 0 What did you say? | | | |

Visual Aid(s) (Minimum of Four/Used Appropriately in the Presentation)

What? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Can see from the back | 10 | 9 | 8 7 6 5 4 | | | | | 3 2 | 1 | 0 | Can’t see |
|  |  |  | | | | | |  |  |  |  |
|  |  | Television Commercial | | | | | |  |  |  |  |
| Within Time | 10 | 8 |  | 6 | 4 |  | 2 | 0 |  | Over | |
| Well Done/Time Well Spent | |  | 5 | 4 | 3 | 2 | | 1 | 0 |  | Last Minute |
| Actually Sold the Product | | 10 |  | 8 | 6 | 4 | | 2 |  | 0 | What? |
|  |  |  |  |  |  |  |  |  |  |  |  |