



**YEScarolina Business Plan Competition
Judge Rubric**

Judge Name: _____

Entrepreneur Business: _____

DIRECTIONS: Please circle the score that best reflects your opinion of the contestant's skill level in each category. In some cases there is a choice of scores within one 'level', and levels vary.

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
1. Opportunity Recognition (Slides 2, 3, 4, 5, 10)	6 5	4 3	2	1
<input type="checkbox"/> The product or service is clearly described, including detailed features and benefits. <input type="checkbox"/> The business addresses an important problem and offers a good solution to that problem, with data to support. <input type="checkbox"/> The student(s) provide 3 or more compelling qualifications for running the business. <input type="checkbox"/> There's a clear explanation of plans for production and / or delivery.				
NOTES:				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
2. Market Research (Slides 7, 9)	6 5	4 3	2	1
<input type="checkbox"/> The plan explains the market and market size persuasively, and a reasonable market exists.. <input type="checkbox"/> The plan includes a detailed description of the target market including demographic, geographic and psychographic information about the target customer. <input type="checkbox"/> The plan identifies clear competitors, their strengths and weaknesses, and has made clear the competitive advantage of this solution. <input type="checkbox"/> Compelling explanation of market research concepts legitimizes the business claim				
NOTES:				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
3. Financials & Operations (Slides 6, 12)	6 5	4 3	2	1
<input type="checkbox"/> There is a clear definition and compelling description of one unit. <input type="checkbox"/> Student makes convincing presentation of production plan, and product/service cost effectiveness and value using EOU, costs, and break even as rationale. <input type="checkbox"/> There is a clear explanation of monthly break-even units: calculations connect to business feasibility. <input type="checkbox"/> Thorough description of start-up expenses and plans to apply initial funding to business goals. <input type="checkbox"/> Demonstrates favorable ROI to show business is a good investment opportunity.				
NOTES:				

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
4. <u>Marketing & Sales</u> (Slides 8, 11)	6 5	4 3	2	1
<input type="checkbox"/> Student outlines the intended use of five (5) or more promotional methods, including both physical and digital elements. <input type="checkbox"/> There is a compelling explanation, supported by research, of the effectiveness of those methods <input type="checkbox"/> Plan includes specific, feasible sales methods tailored to acquiring and retaining customers. <input type="checkbox"/> Student cites substantive supporting market research, including feasibility, seasonality, and full capacity. <input type="checkbox"/> There is a clear and articulate description of feasible sales estimates, clearly connected to net profit.				
NOTES:				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
5. <u>Slide Layout & Presentation Skills</u>	4	3	2	1
<input type="checkbox"/> Maintains audience interest and attention by speaking clearly, making eye contact, and uses inflection to emphasize key points. <input type="checkbox"/> Student demonstrates self-confidence through command of material presented. <input type="checkbox"/> Student is relaxed, self-confident, and appropriately dressed. <input type="checkbox"/> Clearly restates judges' questions to clarify, and provides clear, concise, well-considered answers to all questions. <input type="checkbox"/> Clear concise slides that include minimal use of text and no more than 5 lines per slide. <input type="checkbox"/> Slides include relevant images, complimentary color choices, and limited animation with easy to read font size and color.				
NOTES:				

PRELIMINARY SCORE: Record your initial scores in the chart below and calculate the total. These scores will be collected prior to the judges' deliberation.

	Opportunity Recognition	Market Research	Business Financials	Marketing & Sales	Slides & Presentation	TOTAL
Preliminary Score						

*FINAL SCORE: Upon further reflection and after listening to the opinions of fellow judges in the debriefing session, each judge will have the right to change his/her scores once. **Once changed, the scores are final.***

	Opportunity Recognition	Market Research	Business Financials	Marketing & Sales	Slides & Presentation	TOTAL
Final Score						



Judges' Feedback Form

Judge Name: _____

Entrepreneur Business: _____

DIRECTIONS: Your feedback matters! Please use the form below to write down any notes we may share with the student(s) after the presentation. These feedback forms will be given to the young entrepreneurs so please be as specific as possible. Thank you!

JOB WELL DONE:

1)

2)

3)

SOME SUGGESTIONS:

1)

2)

3)
