



ORAL BUSINESS PLAN PRESENTATION RUBRIC

RUBRIC & SCORING ELEMENTS

Using the Judging Criteria, each Element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The Task Alignment identifies the associated curriculum tasks for each section.

Table with 2 columns: ELEMENT and JUDGING CRITERIA. Rows include Opening, Business Rationale, About the Business, Competitive Analysis & External Environment, and Marketing Plan.



	<ul style="list-style-type: none"> <li>● Target Market: Identifies specific groups of consumers to which the firm directs its marketing efforts.</li> <li>● Market Segmentation: Separates layers of the market according to some of the following: demographics, geography, psychographics, and/or socio-economic factors as deemed necessary to secure financial success for the firm.</li> <li>● Marketing Mix: Product / Price / Placement / Promotion / Positioning.</li> <li>● Business Risks: Identify the risks that may keep the firm from achieving its goals or meeting projections (foreign exchange fluctuations, liability, business interruption, credit, etc.) and provide strategies for dealing with the risks identified.</li> </ul>
<b>Financials</b>	<p><i>How well does the company explain their financials?</i></p> <ul style="list-style-type: none"> <li>● Break-even Analysis, Summary Profit and Loss Statement, and Balance Sheet are all required for local and regional competitions.</li> <li>● Summary Profit and Loss Statement should reflect projections through <b>4/30/22</b> and actuals through <b>2/28/22</b>. Balance Sheet should reflect actuals as of <b>2/28/22</b>. When preparing and presenting the financial statements, columns should be labeled as "actual" or "projected."</li> <li>● Maximum points for successfully identifying and communicating the financial information that is relevant insofar as it contributes to an understanding of the overall plan.</li> </ul>
<b>Quality of Slideshow</b>	<p><i>How well does the company design the presentation slideshow?</i></p> <ul style="list-style-type: none"> <li>● Logical organization, well-designed, understandable content.</li> <li>● Free of errors, good writing quality, effective use of bullets.</li> <li>● Appropriate and effective use of charts, graphs and graphics.</li> <li>● Includes applicable footnotes or citations to research.</li> </ul>
<b>Quality of Oral Delivery</b>	<p><i>How well does the company present their business plan?</i></p> <ul style="list-style-type: none"> <li>● Persuasive, engaging, articulate, correct grammar and pronunciation.</li> <li>● A conversational tone should be incorporated rather than memorized presentations, or frequent referral to note cards.</li> <li>● Appropriate voice projection.</li> <li>● Personable, connects with the audience, makes eye contact.</li> <li>● Professional attire and demeanor, appropriate body language.</li> <li>● Syncopation of slides and speaker.</li> <li>● No frivolous content, overused introductions, redundant information.</li> <li>● Poise and confidence of delivery.</li> </ul>
<b>Q&amp;A</b>	<p><i>How well does the company respond to judges' questions?</i></p> <ul style="list-style-type: none"> <li>● Accuracy: relevant, truthful, confident, and accurate.</li> <li>● Quality: response is appropriate and effectively answers the question.</li> <li>● Poise: comfortable, confident, and responds well if unable to answer the question.</li> <li>● Team coordination: responses are not dominated by a single team member and a majority of team members participate.</li> <li>● Team members refer to slides when appropriate to enhance the quality of the answer and reinforce the viewers' understanding.</li> </ul>