



## **ORAL BUSINESS PLAN PRESENTATION RUBRIC**

## **RUBRIC & SCORING ELEMENTS**

Plan

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.

ELEMENT	JUDGING CRITERIA
Opening	<ul> <li>How well does the company entice the audience with the opening?</li> <li>A compelling opening that attracts the viewers' attention and outlines the scope and purpose of the presentation.</li> <li>The opening should establish a tone for the presentation and generate significant interest from the viewers.</li> </ul>
Business Rationale	<ul> <li>How well does the company address a creative solution to a current problem?</li> <li>Customer Empathy: Provides the viewer with an explanation of how the firm originally targeted/researched potential customers to arrive at the conclusion that this demographic would be the clientele.</li> <li>Problem Statement: Provides the viewer with an explanation of the problem, or issue, confronting customers and explains the root cause(s) and associated emotions.</li> <li>Solution Statement: Describes how the product or service addresses the problem statement identified and provides the solution to the problem.</li> <li>Company Goals and Milestones: Indicates the anticipated goals and milestones of the business based upon the problem and solution identified above. Identifies strategies to achieve each goal and milestone.</li> </ul>
About the Business	<ul> <li>How well does the company articulate the company's mission and organizational structure?</li> <li>Company Overview: Provides the viewer with a description of the company's primary business, industry, legal form of ownership with explanation, location, and brief history (if an existing company).</li> <li>Mission Statement: A brief statement that represents what the company stands for; narrow enough to give direction but not so vague that it could apply to any other organization.</li> <li>Organization: Organization chart to specify key positions and qualifications.</li> <li>SWOT Analysis: Determines the firm's internal weaknesses &amp; strengths as well as the external opportunities &amp; threats.</li> </ul>
Competitive Analysis & External Environment	<ul> <li>How well does the company discuss the competitive analysis and external factors?</li> <li>Competitive Analysis: Identifies and examines the characteristics of competing firms in the virtual marketplace. What differentiates the firm from its competitors?</li> <li>External Factors: Identifies any external/economic factors (inflation rate, unemployment rate, Federal Reserve policies, GDP, GNP, stock indices, real industry trends, virtual industry trends, etc.) that the firm determines will play a role in the success of the firm.</li> </ul>
Marketing	How well does the company describe their marketing plan and business risks?





	<ul> <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>
Financials	<ul> <li>How well does the company explain their financials?</li> <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 4/30/22 and actuals through 2/28/22. Balance Sheet should reflect actuals as of 2/28/22. 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>
Quality of Slideshow	<ul> <li>How well does the company design the presentation slideshow?</li> <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>
Quality of Oral Delivery	<ul> <li>How well does the company present their business plan?</li> <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>
Q&A	<ul> <li>How well does the company respond to judges' questions?</li> <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>