

2017-2018 National Business Plan Competition Oral Presentation Rubric

SCORING KEY

		Score
Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.	5
Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.	4
Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.	3
Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.	2
Well below standards	Major flaws or section missing.	1

COMPONENT & EXPLANATION	Weight
Opening <ul style="list-style-type: none"> Introduction: A compelling opening that attracts the viewers' attention and outlines the scope and purpose of the presentation. The opening should establish a tone for the presentation and generate significant interest from the viewers. 	10%
About the Business <ul style="list-style-type: none"> Company Overview: explain what the company sells, the legal type of business, location, history and the industry Mission Statement: What does the company stand for and why did you choose this business? Management Functions: Planning, Organizing, Directing, and Controlling SWOT Analysis: Articulate the firm's internal strengths & weaknesses and external opportunities & threats with concrete and realistic examples that provide the viewers with a clear picture of your firm's viability as a business. 	10%
External Environment <ul style="list-style-type: none"> Current economic conditions: highlight several key current and relevant economic conditions and explain how these conditions may impact your firm and your firm's industry. Industry analysis: real & virtual <ul style="list-style-type: none"> <i>Real:</i> Demonstrate an understanding of the real-world industry and how the current state of the industry may impact your firm. <i>Virtual:</i> Provide an analysis of your industry in the virtual economy (i.e, # of competitors, profitability, expected demand, financial condition of prospective customers, etc.), and how this may impact your firm. Competitive analysis: Identify and examine the characteristics of competing firms in the virtual marketplace. What differentiates your firm from its competitors? 	10%
Marketing Plan <ul style="list-style-type: none"> Target Market & Market Segmentation: <ul style="list-style-type: none"> Identify a specific group of consumers to which the firm directs its marketing efforts Separate layers of the market according to some of the following: demographics, geography, psychographics, socio-economic factors, benefits, etc. Marketing Mix: <ul style="list-style-type: none"> Product / Price / Placement / Promotion / Positioning Discussion of Business Risks: <ul style="list-style-type: none"> Identify the risks that may keep the firm from achieving its goals or meeting projections. Provide strategies for dealing with the risks identified. 	10%

<p>Financials</p> <p><i>*NOTE* Actual vs. Projected: For local competitions, the Income Statement and Cash Budget should reflect actual numbers through 10/31/17 and projections through 4/30/18. For the National Business Plan Competition, numbers should be actual as of 2/28/18 with projections through 4/30/18. When preparing and presenting the financial statements, columns should be labeled as “actual” or “projected.”</i></p> <ul style="list-style-type: none"> • Maximum points for successfully identifying and communicating the financial information that is relevant insofar as it contributes to an understanding of the overall plan. • May include statements, analysis or insights from the break-even analysis, income statement, balance sheet, and/or cash budget. • Any Balance Sheets that are presented should represent “actual” figures and not projections. • National competition: include the firm’s financial projections through 4/30/18 <i>and a comparison to actual numbers as of 2/28/18.</i> 	10%
<p>Quality of Slideshow</p> <ul style="list-style-type: none"> • Logical organization, well-designed, understandable content • Free of errors, good writing quality, effective use of bullets • Appropriate and effective use of charts, graphs and graphics 	10%
<p>Quality of Oral Delivery</p> <ul style="list-style-type: none"> • Persuasive, engaging; articulate, correct grammar and pronunciation; avoids use of slang and fillers (uh, like, you know, etc.) • Appropriate voice projection or use of microphones • Personable, connects with audience, makes eye contact • Professional attire and demeanor, appropriate body language • Syncopation of slides and speaker • No frivolous content, overused introductions, redundant information • Poise and confidence of delivery 	10%
<p>Questions and Answers</p> <ul style="list-style-type: none"> • Accuracy: relevant, truthful, confident, and accurate • Quality: response is appropriate and answers the question (great response, but does it answer the question?) • Poise: comfortable, confident and responds well if unable to answer the question. • Team coordination: responses are not dominated by a single team member and a majority of team members participate • Team members refer to slides when appropriate to enhance the quality of the answer and reinforce the viewers’ understanding 	25%
<p>Feasibility</p> <p>___ I would invest in this company (5 points)</p> <p>___ I would consider investing in this company, but need more detail or further development (2 points)</p> <p>___ I would not invest in this company (0 points)</p>	5%

<p>Time Limits</p> <ul style="list-style-type: none"> • Local competitions: 8-10 minute presentation + up to 10 minute Q & A period (time limits set by local organizer) • National competition: 8-10 minute presentation + 10 minute Q & A period <p>Penalties (<i>10 second grace period before 1st penalty applied</i>)</p> <ul style="list-style-type: none"> • Up to 30 seconds over: 1 point • 31 to 60 seconds over: 2 points • 61 seconds up to 2 minutes over: 5 points • More than 2 minutes over: 10 points 	
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