|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **4** | **3** | **2** | **1** | **Score** |
| **Executive Summary** | --All components are present and fully addressed.  --Very clearly describes unique selling proposition. | --Components are present and addressed.  --Unique selling proposition is described. | --Not all components are present or fully addressed.  --Unique selling proposition is not described. | Many components omitted. |  |
| **Business Description** | --Description is clear, engaging, and complete.  --Goals are very well articulated. | --Description is complete.  --Goals are stated. | --Description is incomplete.  --Goals are unclear or not included. | --No description  --Goal is not stated. |  |
| **Market**  **Evaluation** | --Understanding of prevailing market conditions is evident and clearly stated.  --Target market(s) are identified and explained fully. | --Market conditions are stated.  --Target market(s) are identified. | --Market conditions are not fully discussed.  --Target market(s) are inaccurately identified or not fully discussed. | --Market conditions are not discussed.  --Target market(s) are not identified. |  |
| **Operations** | Structure of the business is fully described, including discussion of management team, marketing strategies, human resources, and risk management evaluation. | Structure of the business is described, including discussion of management team, marketing strategies, human resources, and risk management evaluation. | --Structure of the business is not well defined.  --Not all elements of the operation are included. | --Structure of the business is not defined.  --Many elements of the operation are not included. |  |
| **Financial**  **Plans** | --Includes a well-written introduction.  --Pro forma statements are based on well-documented assumptions.  --Future plans are realistic and persuasively stated. | --Introduction included.  --Pro forma documents are included.  --Future plans are stated. | --No or incomplete introduction included.  --Not all appropriate pro forma documents are included.  --Future plans are unrealistic and/or not grounded in research. | --No introduction.  --Many pro forma documents are not included. |  |
| **Conclusion** | --Summary successfully makes the case for why the business will be successful.  --Specific and realistic request for funding is included. | --Summary included.  --Request for funding is included. | --Summary not included or incomplete.  --Request for funding is not persuasive or is not included. | --No summary.  --Request for funding is not included or not appropriate. |  |
| **Bibliography** | --Contains citations of all resources used.  --Follows citation formatting guidelines consistently.  --All resources are reliable and easily accessed. | --Contains citations for resources used.  --Follows citation formatting guidelines in most cases. | --Many resources are not cited.  --Citation guidelines were not followed. | --No bibliography |  |
| **Appendices** | All appropriate supporting documents are included. | Supporting documents are included. | Not all supporting documents are included. | --No appendices. |  |
| **Structure** | --Error free.  --Turned in on or before deadline. | --Contains minor errors.  --Turned in on or before deadline. | --Errors undermine understanding.  --Turned in after the deadline. | --Errors greatly affect readability.  --Two days or more late. |  |

Chapter 2

**Activity 2-3 Business Plan Rubric**

**Directions:** Examine the following rubric. Take note of how the content you provide will be evaluated.