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| **Entrepreneurship: Business Plan Rubric****(incorporating school-wide research & writing rubrics)** |

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| CATEGORY | **4 - Exemplary** | **3 - Proficient** | **2 – Developing**  | **1 - Beginning** |
| **Business Idea****4 3 2 1** | Creative analysis and careful planning has gone into this business idea. Product/service, company name, logo and slogan are original and creative and fill a market need. | A lot of thought and planning has gone into this business idea. Product/service, company name, logo and slogan meet market and consumer needs. | Some though and planning has gone into this business idea. Product/service, company name, logo and slogan are developed but uninspired. | Very little thought and planning has gone into this business idea. Product/service, company name, logo and slogan are not appropriate to the product. |
| **Contents & Professional Appearance****4 3 2 1** | Excellent job of researching the business. Utilized information effectively in all parts of the business plan. Highly professional layout including no errors in spelling/grammar/punctuation. | Good job of researching the business. Utilized information in an efficient manner in all parts of the business plan. Professional layout with few spelling/grammar/punctuation errors | Acceptable job of research of researching the business. Limited information in most parts of the business plan. Somewhat professional layout with many spelling/grammar/punctuation errors. | Unacceptable job of researching the business. Little or no fact gathering in all parts of the business plan. Unprofessional layout with serious errors in grammar/spelling/punctuation. |
| **Executive Summary****4 3 2 1** | Executive Summary touches on all parts of the business plan. Reader has a clear picture of the business and is enticed to continue reading. | Executive Summary covers most parts on the business plan. Reader can visualize the business and is curious enough to read on. | Executive Summary is short and lacks detail. The reader does not have a clear picture of the business and very little interest in reading on. | Executive summary is short or missing entirely. Reader is confused about business and not interested in continuing the read the plan. |
| **Product and/or Services Plan****4 3 2 1** | Product/service thoroughly developed. Reader has a crystal clear picture of the product/service offering. | Product/service developed appropriately. Reader has very few questions about the product/service offering. | Product/service somewhat developed, but details are unclear creating confusion about product/service offering. | Product/service not developed. Reader has no real idea of what you are offering to the market. |
| **Industry Research****4 3 2 1** | Thoroughly researched the industry including current trends, issues, opportunities and threats. | Good research of the industry. Identified many current trends, issues, opportunities and threats. | Some knowledge of the industry. Some evidence of research on current trends, issues, opportunities and threats. | Little or no knowledge of the industry. No research on current trends, issues, opportunities and threats. |
| **Market Research/****Marketing Plan****4 3 2 1** | Outstanding target customer/market development. Competitive analysis detailed and complete. Trade area and market research thorough and complete. Advertising methods are thoroughly described and appropriate for product/service. | Target customer/market appropriately developed. Competitive analysis completed with most of the necessary information. Trade area defined and market research contains appropriate information. Some advertising methods described. | Target Customer/market somewhat defined. Competitive analysis present, but incomplete. Trade area somewhat defined and minimal market research was completed. Few advertising methods described.  | Target customer/market not identified. Competitive analysis not developed. Trade area not defined and very little market research is apparent. Little to no viable advertising methods described. |
| **Financial Plan/Request for Financing****4 3 2 1** | Financial Plan/Request for Financing has been carefully researched and concisely presented. Possible financing sources are identified and reader has a very clear picture of the viability of this business idea. | Financial Plan/Request for Financing has been researched and appropriately presented. Possible financing sources are identified and the potential of the business idea is clear to the reader. | Financial Plan/Request for Financing is somewhat researched and presentation is ok. Possible financing sources are identified and reader can see the possibilities but needs more detail. | Financial Plan/Request for Financing has not been researched. Start-up costs, sales revenues, and expense projections are unrealistic. Reader cannot imagine this idea being profitable. |
| **Points** | **28** | **27** | **26** | **25** | **24** | **23** | **22** | **21** | **20** | **19** | **18** | **17** | **16** | **15** | **14** | **13** | **12** | **11** | **10** | **9** | **8** | **7** |
| **Grade** | **A+** | **A** | **A** | **A-** | **B+** | **B+** | **B** | **B** | **B** | **B-** | **B-** | **C+** | **C+** | **C** | **C** | **C** | **C-** | **C-** | **D+** | **D** | **D** | **F** |