

High School Business Challenge Rubric

	4	3	2	1	Score
Startup or Expansion Idea	Has very detailed explanation of the idea, why it is important, and what problem this idea solves.	Has semi-detailed explanation of the idea. Talks some about why it is important and what problem is solved.	Has very little detail about the explanation of the idea, why it is important, or the problem that the idea solves.	Not detailed at all about the explanation, why it is important, or the problem that the idea solves.	
Organization and Structure	Very detailed about how the idea will be produced and distributed, and about who will run the organization and what makes them qualified to do so.	Semi-detailed about how the idea will be produced and distributed, and about who will run the organization and what makes them qualified to do so.	Very little detail about how the idea will be produced and distributed, and about who will run the organization and what makes them qualified to do so.	Not detailed at all about how the idea will be produced and distributed, and who will run the organization and what makes them qualified to do so.	
Marketing Plan	Very detailed marketing plan.	Semi-detailed marketing plan.	Somewhat detailed marketing plan, but still lacking important details.	Marketing plan not discussed.	
Profit	The idea seems very profitable.	The idea seems somewhat profitable.	The idea is not likely to be profitable.	The idea does not seem profitable at all.	
Resources	Very detailed about what resources are needed and how they will be obtained.	Semi-detailed about what resources are needed and how they will be obtained.	Very little detail about what resources are needed and how they will be obtained.	No details at all about what resources are needed and how they will be obtained.	
Overall	The presentation was within time restrictions (4-5 minutes) and it was very structured and professional.	The presentation was close to being within time restrictions and it was semi structured and professional.	The presentation was not very close to being within time restrictions and it was not very structured or professional.	The presentation was far from being within time restrictions and it was not structured or professional at all.	

Team Name: _____ **Judge Name:** _____ **Total Score:** _____/24

Comments: _____