

# Business Plan Project Rubric

Partners: \_\_\_\_\_ PERIOD: \_\_\_\_\_

Product/Service: \_\_\_\_\_

## Pitch

	TONS OF EVIDENCE!	A LITTLE BIT OF EVIDENCE	NO EVIDENCE
Eye Contact			
Professionalism			
Enthusiasm and Energy			
Positivity			
Articulate and Clear			
Preparation			
Evidence of a slogan.			
Addresses \$50.00			

## Advertisement

	TONS OF EVIDENCE!	A LITTLE BIT OF EVIDENCE	NO EVIDENCE
Neat and well-designed			
The ad clearly includes PATHOS.			
The ad clearly includes ETHOS.			
The ad clearly includes LOGOS.			

# Business Plan

	TONS OF EVIDENCE!	A LITTLE BIT OF EVIDENCE	NO EVIDENCE
States a general description of the company.			
States how the company meets a need.			
Contains a call to action.			
Lists all products and services.			
Includes plan for product and service delivery.			
Has detailed plan for selling and marketing the product or service.			
Lists all personnel with brief job description.			
Specifically lists costs of supplies.			
Lists price for all products and services.			
Lists revenue for each product/service sold.			
Contains clear plan for spending \$50.00.			
Business plan is in a format that is organized and easy to follow.			