

Entrepreneurship Rubric

Team/School Name: _____

Presentation Time: _____

Judge Name: _____

On a scale of 1 to 10, please shade the **single** grade you are assigning to each section. There is a page at the end of the assessment tool to identify areas of improvement and general comments.

Problem Understanding & Definition			
Clearly defines the specific problem, identifies who is affected, demonstrates research, and summarizes key insights			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ Unclear or missing ▪ Problems are not identified ▪ Presenters simply restate case facts 	<ul style="list-style-type: none"> ▪ Somewhat clear ▪ The problems identified are vague 	<ul style="list-style-type: none"> ▪ Mostly clear ▪ Minor details missing (such as the order of problem significance) 	<ul style="list-style-type: none"> ▪ Clearly defined and specific ▪ Problems are stated succinctly and follow a logical order of importance
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Idea Generation & Selection			
Presents multiple creative solutions, discusses pros/cons, and explains why the chosen idea was selected			
Insufficient	Adequate	Proficient	Exceptional
Ideas... <ul style="list-style-type: none"> ▪ missing ▪ unsupported 	Ideas are... <ul style="list-style-type: none"> ▪ missing or partially complete ▪ partially supported ▪ presented as solutions the clients could undertake 	Ideas are... <ul style="list-style-type: none"> ▪ mostly supported ▪ linked to problems identified, but there may be better options 	Ideas are... <ul style="list-style-type: none"> ▪ entirely supported ▪ presented as solutions clients should undertake ▪ presented clearly, link to problems identified, and are considered appropriate solutions
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Solution Development & Planning			
Describes the final solution in detail, explains its effectiveness, considers implementation needs, and anticipates challenges			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ The solution is poorly developed or lacks detail. It does not clearly address the problem or user needs 	<ul style="list-style-type: none"> ▪ The solution addresses the problem but with limited detail or originality. ▪ Some aspects of implementation are considered 	<ul style="list-style-type: none"> ▪ The solution is well-developed, detailed, and clearly addresses the problem and user needs 	<ul style="list-style-type: none"> ▪ The solution is highly original, comprehensive, and deeply considers user needs.
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Entrepreneurship Assessment Tool

Action Plan & Resources			
Outlines actionable steps (short, mid, long-term), identifies resources (people, tools, funds), and addresses potential obstacles			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ No action plan or consideration of implementation challenges is provided. Key steps, resources, or obstacles are missing or unclear 	<ul style="list-style-type: none"> ▪ the action plan is basic or incomplete. ▪ There is minimal discussion of resources or potential challenges, ▪ Connections to user needs or feasibility may be weak 	<ul style="list-style-type: none"> ▪ The action plan outlines logical steps for implementation, identifies necessary resources, ▪ Anticipates key challenges with reasonable strategies to overcome them. ▪ The plan shows understanding of feasibility and practicality 	<ul style="list-style-type: none"> ▪ The action plan is thorough, realistic, and innovative, detailing all steps, resources, timelines, and contingencies. ▪ Multiple challenges are anticipated with creative solutions. ▪ Evidence of iteration, feedback, and refinement is clear, demonstrating a strong grasp of the design process
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Economic Feasibility			
Estimates costs, identifies revenue or funding sources, and explains how the project will be financially viable or sustainable			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ No clear estimate of costs or revenue. Financial plan is missing, unrealistic, or unsupported by data. No explanation of how project will be funded or sustained. 	<ul style="list-style-type: none"> ▪ Basic cost and revenue estimates provided but may lack detail or accuracy. ▪ Some attempt to explain funding or sustainability, but plan may be incomplete or unclear. 	<ul style="list-style-type: none"> ▪ Detailed, realistic estimates of startup and ongoing costs. ▪ Identifies potential revenue sources or funding. ▪ Provides a clear plan for covering costs (break-even, profit, or external funding if not-for-profit). 	<ul style="list-style-type: none"> ▪ Comprehensive, well-researched financial plan. ▪ All costs and revenues are clearly justified with data or examples. ▪ Includes creative or multiple funding sources. ▪ Addresses risks, sustainability, and potential for growth or scaling. ▪ Uses visuals (charts/tables) to enhance clarity.
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Question and Answer			
Handled questions professionally, answers are consistent with recommendations, and responds confidently			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ Lacks knowledge, evades questions, or communicates poorly 	<ul style="list-style-type: none"> ▪ Partial knowledge ▪ Somewhat articulate 	<ul style="list-style-type: none"> ▪ Medium to high degree of knowledge ▪ Articulate 	<ul style="list-style-type: none"> ▪ Demonstrates expertise ▪ Communicates clearly and responds respectfully
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

**Entrepreneurship
Assessment Tool**

Communication & Presentation All members of the team are poised and confident during the entire presentation. Presentation completed within time limits. Organizes content logically, uses visuals/charts, delivers a clear, engaging presentation			
Insufficient	Adequate	Proficient	Exceptional
<ul style="list-style-type: none"> ▪ Not engaging ▪ Not very clear, no flow ▪ Presentation driven primarily by one student 	<ul style="list-style-type: none"> ▪ Partially engaging ▪ Somewhat clear ▪ Presentation given by one or two students 	<ul style="list-style-type: none"> ▪ Mostly engaging ▪ Mostly clear ▪ Presentation by most of the students 	<ul style="list-style-type: none"> ▪ Very engaging ▪ Very clear and flowed really well ▪ All members of the team contributed to an effective presentation
○ ① ② ③ ④	⑤ ⑥	⑦ ⑧	⑨ ⑩

Total Team Score: ___/70

Areas for Improvement:

Overall Comments:

before returning your evaluation please ensure marks have been given (shaded) for each area

Thank you!