Description of Concept Appropriate Score

Includes all required elements 9-10

Very easy to read and follow

Tells complete story of concept

Includes all required elements 7-8

Easy to read and follow

Tells mostly complete story of concept

Includes most required elements 5-6

Somewhat easy to read and follow

Difficult to discern story of concept

Includes some required elements 3-4

Somewhat difficult to read and follow

Very difficult to discern story of concept

Missing several required elements 1-2

Difficult to read and follow

Unable to discern story of concept

SWOT Analysis Appropriate Score

Includes all required elements 9-10

Very easy to read and follow

Demonstrates full understanding of concept and challenges

Includes all required elements 7-8

Easy to read and follow

Demonstrates adequate understanding of concept and challenges

Includes most required elements 5-6

Somewhat easy to read and follow

Demonstrates some understanding of concept and challenges

Includes some required elements 3-4

Somewhat difficult to read and follow

Demonstrates little understanding of concept and challenges

Missing several required elements 1-2

Difficult to read and follow

Does not demonstrate understanding of concept and challenges

Presentation Skills Appropriate Score

Excellent ability to sell concept 5

Complete knowledge of concept

Very easy to hear and understand

Good ability to sell concept 4

Somewhat complete knowledge of concept

Easy to hear and understand

Limited ability to sell concept 3

Limited knowledge of concept

Able to hear and understand

Limited ability to sell concept 2

Limited knowledge of concept

Difficult to hear and understand

Unable to sell concept 1

Very difficult to hear or understand

Unable to discern story of concept

Q & A – Depth of Knowledge Appropriate Score

Demonstrates full understanding of concept and subject matter 5

Demonstrates adequate understanding of concept and subject matter 4

Demonstrates some understanding of concept and subject matter 3

Demonstrates little understanding of concept and subject matter 2

Does not demonstrate an understanding of concept and subject matter 1