**TEAM NUMBER \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**RATING SHEET – COMPLETE ONE PER TEAM**

**PRESENTATION SCORE**

Judge 1 (140 points) \_\_\_\_\_\_\_

Judge 2 (140 points) \_\_\_\_\_\_\_

Judge 3 (140 points) \_\_\_\_\_\_\_

Total Judges Points \_\_\_\_\_\_\_

Divided by # of judges \_\_\_\_\_\_\_

**AVERAGE OF PRESENTATION SCORES** \_\_\_\_\_\_\_ (140 maximum)

**TOTAL SPECIFICATION SCORE** \_\_\_\_\_\_\_ (30 maximum)

**TOTAL TECHNICAL SCORES**

Judge 1 (220 points) \_\_\_\_\_\_\_

Judge 2 (220 points) \_\_\_\_\_\_\_

Judge 3 (220 points) \_\_\_\_\_\_\_

Total Judges Points \_\_\_\_\_\_\_

Divided by # of Judges \_\_\_\_\_\_\_

**AVERAGE OF TECHNICAL SCORES** \_\_\_\_\_\_\_ (220 maximum)

**TOTAL SCORE \_\_\_\_\_\_\_ (390 maximum)**

**RANK**

#### Judge Number Tean Number

**Technical Scoring Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation of written marketing plan** | **Below Average** | **Average** | **Good** | **Excellent** | **Points**  **Awarded** |
| Synopsis or mini-plan for business | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Company goals | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Description of customer needs | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Description of pricing strategy | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Competition | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Marketing mix | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Economic, social, legal, technological trends | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Human resources requirements | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Marketing timeline | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Methods of measuring success | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Overall appearance, conciseness, and completeness | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **TOTAL TECHNICAL SCORE (220 maximum)** | | | | |  |

#### Judge Number Team Number

**Presentation Scoring Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Evaluation of oral presentation** | **Below Average** | **Average** | **Good** | **Excellent** | **Points**  **Awarded** |
| Opening and summary | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Content of presentation | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Effectiveness of presentation | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Contribution by all team members | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Quality of problem solution | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Answers to judges’ questions | 1-5 | 6-10 | 11-15 | 16-20 |  |
| Supporting documentation | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **TOTAL PRESENTATION SCORE (140 points maximum)** | | | | |  |

**Presentation will be stopped at 10 minutes.**

**Specification Points**

|  |  |  |
| --- | --- | --- |
| SPECIFICATION POINTS: All points or none are awarded per team, not per judge | | **Points Earned** |
| Presented plan and supporting documentation along with the Team Entry Form at presentation check-in. | 10 |  |
| All registered team members are in attendance for entire event | 10 |  |
| Plan uses the correct format for Title Page, Table of Contents and Marketing Plan according to the Style & Reference Manual | 10 |  |
| **TOTAL SPECIFICATION POINTS (30 points maximum)** | |  |

**JUDGE’S COMMENTS**

#### Judge Number Team Number\_\_\_\_\_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**