

## Rubric Scoring Guidance – VCI Business Plan Presentation 2015-2016

| Category   | Well below standards   | Meets standards  | Well above standards   |
|--|--|--|--|
| Scoring Range  | 1 -----  | 2 ----- 3 -----  | 4 ----- 5  |
| <b>About the Business</b>  |  |  |  |
| <ul style="list-style-type: none"> <li>Company Overview</li> <li>Mission Statement</li> <li>Company Description</li> </ul>   | <ul style="list-style-type: none"> <li>Goals not measurable, time-based, and/or realistic</li> <li>Guiding principle/focus for firm is not realistic or achievable</li> <li>Description of Company and organization chart need improvement</li> </ul>  | <ul style="list-style-type: none"> <li>Goals stated, mostly measurable, and time based</li> <li>Mostly realistic &amp; achievable guiding mission/principle &amp; focus for firm</li> <li>Good description of products and services, location, type of business, organization chart</li> </ul>       | <ul style="list-style-type: none"> <li>Goals stated, realistic, specific, measurable, time based</li> <li>Sufficient, realistic &amp; achievable guiding mission/principle &amp; focus for firm</li> <li>Concise, outstanding, description of products and services, location, type of business, organization chart</li> </ul>   |
| <b>Management Functions</b>  |  |  |  |
| <ul style="list-style-type: none"> <li>Planning (Specific Goals)</li> <li>Organizing (Organizational Chart)</li> <li>Directing (Distributing tasks, orders, and responsibility)</li> <li>Controlling (Tracking achievement, results and reporting progress)</li> </ul>   | <ul style="list-style-type: none"> <li>The planning is vague, and does not follow SMART goal setting standards</li> <li>The organizational chart is unclear, and does not have an ordered structure</li> <li>The chain of hierarchy is not well explained, and it is not clear who makes decisions</li> <li>The company does not have a clear reporting system, nor a method of tracking results and progress</li> </ul> | <ul style="list-style-type: none"> <li>The planning is clear, and follows SMART goal setting standards</li> <li>The organizational chart is clear, and ordered</li> <li>The chain of hierarchy is clear</li> <li>The company has a reporting/tracking system which the presenters explain</li> </ul> | <ul style="list-style-type: none"> <li>The planning follows SMART goal setting standards, and the company has very well thought out goals</li> <li>The organizational chart is very well structured</li> <li>The chain of hierarchy well explained, and it is clear who makes decisions</li> <li>The company has a very sophisticated reporting system, and method of tracking results and progress</li> </ul> |
| <b>External Environment</b>  |  |  |  |
| <ul style="list-style-type: none"> <li><b>Current Economic Condition</b> Summary: (information such as employment levels, interest rates, rate of inflation/deflation, rate of change of GDP, balance of trade, exchange rates and/or any other information.</li> <li><b>Industry analysis</b> – Real &amp; Virtual <ul style="list-style-type: none"> <li>Real: Demonstrate an understanding of the real world industry by providing information about size, profitability, current challenges, etc.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Demonstrates little understanding of the current domestic and global economic situation and how the economy affects the existing business environment</li> <li>Little and mostly irrelevant knowledge about the real world industry</li> </ul>  | <ul style="list-style-type: none"> <li>Demonstrates some understanding of the current domestic and global economic situations and how they affect the existing business environment</li> <li>Basic and sometimes relevant knowledge about real world industry</li> </ul>                             | <ul style="list-style-type: none"> <li>Demonstrates considerable understanding of the current domestic and global economic situations and how they affect the existing business environment</li> <li>Thorough and relevant knowledge about the real world industry– Realistic and accurate explanation of the market</li> </ul>  |

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|--|---|---|---|
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| <ul style="list-style-type: none"> <li>○ Virtual: Provide evidence that research was done to obtain information about the status of this industry in the virtual economy, i.e, # of competitors, profitability, expected demand, financial condition of prospective customers, etc.</li> <li>• <b>Competitive analysis:</b> Identification and examination of characteristics of competing firms. (If there are no direct competitors, analysis of indirect competitors.)</li> </ul> | <ul style="list-style-type: none"> <li>• Little and mostly irrelevant knowledge about the industry in the virtual economy considered in drawing conclusions</li> <li>• Little and most irrelevant knowledge about target market, competition in virtual economy considered in drawing conclusions</li> </ul>  | <ul style="list-style-type: none"> <li>• Basic and sometimes relevant knowledge about the industry in the virtual economy considered in drawing conclusions</li> <li>• Basic and sometimes relevant knowledge about the target market, competition in virtual economy considered in drawing conclusions</li> </ul>                                    | <ul style="list-style-type: none"> <li>• Thorough and relevant knowledge about the industry in the virtual economy was considered in drawing conclusions – Realistic and accurate explanation of the market</li> <li>• Thorough and relevant knowledge about the target market and competition in virtual economy was considered in drawing conclusions – Realistic and accurate explanation of the market</li> </ul> |
| <b>Marketing Plan</b>  |   |   |   |
| <b>Target Market &amp; Market Segmentation</b> <ul style="list-style-type: none"> <li>• Identifies a specific group of consumers towards which firms directs its marketing efforts</li> <li>• Separate layers of market according to some of the following: demographics, geography, psychographics, benefits, etc.</li> </ul>   | <ul style="list-style-type: none"> <li>• Little and mostly irrelevant knowledge in defining the target market and market segmentation.</li> <li>• Demonstrate a little understanding in the characteristics of layers of target market and different segment of customers</li> </ul>  | <ul style="list-style-type: none"> <li>• Basic and sometimes relevant knowledge in defining the target market and market segmentation.</li> <li>• Demonstrate a basic understanding in the characteristics of layers of target market and different segment of customers</li> </ul>   | <ul style="list-style-type: none"> <li>• Thorough and relevant knowledge in defining the target market and market segmentation.</li> <li>• Demonstrate an extensive understanding in the characteristics of layers of target market and different segment of customers</li> </ul>   |
| <b>Marketing Mix</b> <ul style="list-style-type: none"> <li>• Product (product features)</li> <li>• Price: (pricing objectives? (Maximize profits? Maximize sales?) How were prices determined? (Demand-based? Cost or Competition-based?)</li> <li>• Placement: (percentage of sales form from different customer)</li> <li>• Promotion</li> <li>• Positioning: The image created in the customer’s mind.</li> </ul>  | <ul style="list-style-type: none"> <li>• Unrealistic description of marketing plan</li> <li>• Description of products and services needs improvement</li> <li>• Lacks creativity, persuasiveness, and evidence of marketing mix appropriate for the target audience</li> <li>• Insufficient information on pricing objectives and how the prices is determined</li> </ul> | <ul style="list-style-type: none"> <li>• Mostly realistic explanation of marketing plan</li> <li>• Basic description of products and services</li> <li>• Somewhat creative, persuasive, and evidence of marketing mix appropriate for the target audience</li> <li>• Able to justify the pricing objectives and how the prices determined.</li> </ul> | <ul style="list-style-type: none"> <li>• Very realistic explanation of marketing plan</li> <li>• Outstanding description of products and services</li> <li>• Very creative, persuasive, and evidence of marketing mix appropriate for the target audience</li> <li>• Able to explain the multiple perspectives that were considered when determining prices and the pricing objective</li> </ul>                      |

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|---|---|---|--|
| Scoring Range   | 1 ----- 2 ----- 3 ----- 4 ----- 5   |   |  |
| <b>SWOT Analysis &amp; Discussion of Business Risks</b>   |   |   |  |
| <ul style="list-style-type: none"> <li><i>Internal Audit:</i> Identification of strengths &amp; weaknesses</li> <li><i>External Audit:</i> Identification of opportunities &amp; threats</li> <li><i>Discussion</i> of business risks</li> </ul>  | <ul style="list-style-type: none"> <li>Mostly irrelevant, unrealistic, and inaccurate description of strengths, weaknesses, opportunities, and threats</li> <li>Strategy or plan to address risk is provided but is limited</li> </ul>  | <ul style="list-style-type: none"> <li>Somewhat relevant, realistic, and accurate identification of strengths, weaknesses, opportunities, and threats</li> <li>Strategy or plan to address risk is provided and is mostly realistic</li> </ul>  | <ul style="list-style-type: none"> <li>Very relevant, realistic, and accurate identification of strengths, weaknesses, opportunities, and threats</li> <li>Strategy or plan to address risk is provided, very relevant and realistic</li> </ul>  |
| <b>Financials</b>   |   |   |  |
| <b>Breakeven Analysis</b><br><br>Provide break-even amounts in total dollars or number of sales. Provide details about assumptions they used to perform analysis including the profit margin percentage. (Assume that all cost are fixed except for cost of goods sold)                                     | <ul style="list-style-type: none"> <li>Weak explanation of the breakeven analysis</li> <li>Unable to provide a good analysis from the calculation of break-even</li> <li><i>NOT ALL</i> components of the break-even covered and clearly explained</li> </ul>   | <ul style="list-style-type: none"> <li>Basic explanation of the breakeven analysis</li> <li>Unable to provide a good analysis from the calculation of break-even</li> <li><i>SOME</i> components of the break-even covered and clearly explained</li> </ul>   | <ul style="list-style-type: none"> <li>Good explanation of the breakeven analysis</li> <li>Unable to provide a good analysis from the calculation of break-even</li> <li><i>ALL</i> components of the break-even covered and clearly explained</li> </ul>  |
| <b>Financial Data</b> <ul style="list-style-type: none"> <li>Compare projected financial statements to your actual financial statements as of January 31, 2016.</li> </ul> Financial Statement <ul style="list-style-type: none"> <li>Balance Sheet</li> <li>Income Statement</li> <li>Cash Flow</li> </ul> | <ul style="list-style-type: none"> <li>Superficial financial information supported with a comparison between projected financial statement and actual financial statement as of December 30, 2014.</li> <li>Superficial financial information supported by the balance sheet, projected income statement and projected cash flow.</li> <li>Weak explanation of financial positions or status</li> <li>All components covered but financial position NOT clearly explained</li> <li>Report on financials unsatisfactory to fair</li> </ul> | <ul style="list-style-type: none"> <li>Clear financial information supported with a comparison between projected financial statement and actual financial statement as of December 30, 2014.</li> <li>Clear financial information supported by the balance sheet, projected income statement and projected cash flow.</li> <li>Clear explanation on of financial positions or status and not a definition of statements</li> <li>All components except financial position are covered and clearly explained</li> <li>Report on financials good with room for improvement</li> </ul> | <ul style="list-style-type: none"> <li>Outstanding financial information supported with a comparison between projected financial statement and actual financial statement as of December 30, 2014.</li> <li>Outstanding financial information supported by the balance sheet, projected income statement and projected cash flow.</li> <li>Excellent explanation on of financial positions or status and not a definition of statements</li> <li>All components covered and demonstrated understanding of data</li> <li>Realistic financial reports/projections</li> </ul> |

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|---|---|---|--|---------|---------|
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| <b>Quality of Slideshow</b>   |   |   |  |         |         |
| <ul style="list-style-type: none"> <li>Logical organization, well designed, understandable content;</li> <li>free of errors, good writing quality;</li> <li>Appropriate and effective use of charts, graphs and graphics.</li> </ul>  | <ul style="list-style-type: none"> <li>Satisfactory use of technology with most visual and/or sound effects used appropriately</li> <li>Charts and graphs not used and/or do not support presentation</li> <li>Weak demonstration of logical flow, organization and cohesiveness of presentation; content &amp; presentation</li> </ul>   | <ul style="list-style-type: none"> <li>Professional use of technology. Slide and text support content of oral presentation; visual and sound effects enhance and support oral presentation</li> <li>Good execution of visual and/or sound effects used but not all applied appropriately</li> <li>Proficient execution: mostly logical flow, well organized; cohesive presentation</li> <li>Charts and graphs used and most support presentation</li> </ul>   | <ul style="list-style-type: none"> <li>Highly skilled, creative and unique use of appropriate &amp; effective visual and sound effects. Slide and text support content of oral presentation; visual and sound effects enhance and support oral presentation</li> <li>High Performance execution: Logical flow, well organized; cohesive presentation</li> <li>Charts and graphs extremely effective</li> </ul>   |         |         |
| <b>Quality of Oral Delivery</b>   |   |   |  |         |         |
| <ul style="list-style-type: none"> <li>Persuasive, engaging; articulate, correct grammar and pronunciation; avoids use of slang and fillers (uh, like, you know, etc.)</li> <li>appropriate voice projection or use of microphones;</li> <li>personable, connects with audience, makes eye contact;</li> <li>professional attire and demeanor; appropriate body language</li> <li>syncopation of slides and speaker;</li> <li>No frivolous content, overused introductions, redundant information.</li> </ul> | <ul style="list-style-type: none"> <li>NOT all team members present. (Note: the technology person does not have to present)</li> <li>Weak to fair demonstration of members speaking clearly, making eye contact, explaining charts and graphs, and/or use of jargon or fillers;</li> </ul> <p><u>MOST Team Members:</u></p> <ul style="list-style-type: none"> <li>Inappropriate attire</li> <li>Lack poise</li> <li>Unprofessional demeanor</li> </ul> | <ul style="list-style-type: none"> <li>ALL team members present an essential part of plan (Note: the technology person does not have to present)</li> <li>Content &amp; presentation convincing and engaging; each team member presents; effective overall impression</li> </ul> <p><u>MOST Team Members</u></p> <ul style="list-style-type: none"> <li>Speak clearly, make eye contact, poised,</li> <li>Use appropriate body language/poise</li> <li>Professionally dressed &amp; groomed; show confidence and composure; courteous to audience and each other</li> </ul> | <ul style="list-style-type: none"> <li>ALL team members present an essential part of plan (Note: the technology person does not have to present)</li> <li>Mastery/superior presentation: Logical flow, well organized; cohesive presentation; content &amp; presentation convincing and engaging; each team member presents; effective overall Impression</li> </ul> <p><u>ALL Team Members:</u></p> <ul style="list-style-type: none"> <li>Speak clearly, make eye contact,</li> <li>Explain charts and graphs, avoid use of jargon or fillers; use appropriate body language/poise</li> <li>Professionally dressed &amp; groomed; show confidence and composure; Courteous to audience and each other</li> </ul> |         |         |

| Category   | Well below standards   | Meets standards   | Well above standards  |         |   |
|--|--|---|---|---------|---|
| Scoring Range  | 1 -----  | 2 -----   | 3 -----   | 4 ----- | 5 |
| Questions and Answers  |  |   |   |         |   |
| <ul style="list-style-type: none"> <li>• Accuracy: relevant, truthful, and accurate.</li> <li>• Quality: response is appropriate and answers the question (great response, but does it answer the question?)</li> <li>• Poise: Comfortable, confident and responds well if unable to answer the question.</li> <li>• Team coordination: responses are not dominated by a single team member and a majority of team members participate.</li> </ul> | <ul style="list-style-type: none"> <li>• Responses not relevant to questions, indicate weak/fair understanding of the business; show ability to defend plan or position</li> <li>• Somewhat prepared and knowledgeable.</li> <li>• One or few members participated in Q&amp;A but were dominated by one team member</li> </ul> | <ul style="list-style-type: none"> <li>• Responses relevant to questions, displayed understanding of the business; good ability to defend plan or position</li> <li>• Prepared and knowledgeable with very good answers demonstrating understanding of business &amp; plan</li> <li>• Responses not dominated by one team member, but lacks participation from some team members</li> </ul> | <ul style="list-style-type: none"> <li>• Mastery answers that are relevant to questions, accurate, breadth of understanding the business; and reflect a high level of ability to explain/defend plan or position</li> <li>• Extremely well prepared &amp; knowledgeable.</li> <li>• 3 or more team members assigned to respond</li> </ul> |         |   |