

Technology Business Plan Rubric

Name _____

Period _____

Phase 1

	Criteria	Point Value	Score
General Criteria (35 points)			
1	Documents completely filled out and legible	5	
2	Realism of numbers, prices, amounts, idea, promotions, etc.	10	
3	Business Plan	50	
4	Peer Reviews	20	
Logo (10 points)			
1	Creativity & Originality	10	
Slogan (10 points)			
1	Creativity & Originality	10	
Mission Statement (10 points)			
1	Creativity & Originality & English Mechanics	10	
Business Card (30 points)			
1	Complete Contact Information (address, phone, fax, email, URL)	5	
2	Logo, Slogan Present	10	
3	Layout & Design Creativity (colors, fonts, readability)	10	
4	English Mechanics	5	
Letter, Letterhead (25 points)			
1	Complete Contact Information (address, phone, fax, email, URL)	5	
2	Logo, Slogan, Mission Statement present	5	
3	Content of Letter (purpose, location, hours, promotion)	5	
4	Formatting (spacing, margins, font size, readable, colors, etc.)	5	
5	English Mechanics	5	
Phase 1 Total			

Phase 2

Goods and Services Sold Spreadsheets (20 points)			
1	Content (complete list of items, prices, quantities, totals)	5	
2	Layout & Design	5	
3	Math & Formulas Printout (correct formulas, gridlines, etc.)	5	
4	English Mechanics	5	
Monthly Expenses Spreadsheets (20 points)			
1	Content (complete list of items, prices, quantities, totals)	5	
2	Layout & Design	5	
3	Math & Formulas Printout (correct formulas, gridlines, etc.)	5	
4	English Mechanics	5	
Movie Maker Commercial (40 points)			
1	1 Video clip (iPads)	5	
2	1 Still picture (iPads or Internet)	5	
3	Text	5	
4	Audio (iPads)	10	
5	Time 10-30 seconds	3	
6	English Mechanics	5	
7	Creativity	7	
Phase 2 Total			

Phase 3

Web Site General Criteria (60 points)			
1	Creativity/Design	20	
2	English Mechanics (spelling, punctuation, grammar)	20	
3	Page Layout/Organization/Clarity/Readability	10	
4	Easy, Accurate Navigation	10	
Web Site Home Page (20 points)			
1	Appropriate title	1	
2	Business/Company Name	1	
3	Mission Statement	1	
4	Slogan	1	
5	Logo	1	
6	Links: Contact Us, About Us, Products	3	
7	Meta Tags (Description, Keywords, Author, Favicon)	4	
8	Other Content (images, description, etc)	8	
Web Site Contact Us Page (20 points)			
1	Appropriate title	3	
2	Contact Information (complete address, phone, fax, email)	8	
3	Mapquest Map/Directions (embedded)	5	
4	Store Hours	4	
Web Site About Us Page (20 points)			
1	Appropriate title	3	
2	Personal Picture (from home or iPads)	5	
3	Content (realistic information about you and what your business is about)	12	
Web Site 3+ Product Information Pages (65 points)			
1	Appropriate title	3	
2	Content (pictures, prices, descriptions, item #, testimonials, return information, warranties, shipping, etc. <i>*You do not necessarily need all this information.</i>	62	
Web Site Additional Skill Criteria (60 points)			
1	1 Digital camera image (ipads)	5	
2	Use of columns	5	
3	1 Bulleted/Numbered List	5	
4	Voki	5	
5	1 Embedded Original Commercial	5	
6	1 Original Graphic (PIXLR, Aviary or Paint)	5	
7	1 Portfolio page (include business card, business plan, letterhead)	10	
8	5 Internal links	5	
9	Custom Header for the site (including logo)	10	
10	1 Flash element or Widget	5	
Phase 3 Total			

Phase 4

Prezi Presentation (100 points)			
1	Necessary information	50	
3	English Mechanics	10	
4	Creativity/Design (transitions, graphics, layout, etc.)	10	
5	General Prezi Guidelines Followed	10	
6	Embedded Documents (business card, business plan, letterhead)	5	
7	Embedded Spreadsheets	5	
8	Embedded Commercial	10	
Oral Presentation (55 points)			
1	Physical Appearance (uniform dress day clothes or business attire)	5	
2	Voice Projection	5	
3	Clarity of Speech	5	
	(uh/uhm/like/ya know)		
4	Posture	5	
5	Eye Contact	5	
6	Clarity of Material	5	
7	Nervous Habits (no biting nails, playing with hair, playing with jewelry, etc)	5	
8	Length of Presentation (5-7 minutes)	5	
9	Interest Factor (how are you keeping people interested?)	5	
10	Focus on Oral Presentation	10	
Extra Credit			
1	Turn in Early—up to 3 days before due date	10	
2	Extra Publisher Documents	+Up to 10/doc	
3	Podcast commercial	30	
4	Original Flash animation, sound/music, gif animation	+Up to 10	
5	Shopping cart	+Up to 10	
6	Twitter, Facebook, Blog, Google calendar, widgets	+Up to 20	
7	Bringing “samples” of your product during presentation	+Up to 10	
8	Other: See me for prior approval	+Up to 20	
Deductions			
1	Late (per day)	-10	
2	Irrelevant Graphics, Videos, Sounds, Transitions, etc.	Up to -10	
3	Missing/Random titles (per page)	-2	
4	Long load (15 seconds maximum) per page (1 point per 5 seconds over)	Up to -10	
5	Goofing off, off task behavior	Up to -30	
		Phase 4 Total	
		Extra Credit	
		Deductions	