



Presentation Scoring Guide- ROUND 2 & 3

(Local & Regional Finals)

	10-9	8-6	5-3	2-1
	Excellent	Above Average	Fair	Below Average
Executive Summary	Summary is concise, meets the required length. No grammatical errors are present, and do not hinder clarity.	Summary is somewhat concise, but does not meet the required length. Few grammatical errors were present, but do not hinder clarity.	Summary is somewhat unclear, the required length is not met. Grammatical errors hinder clarity to some degree.	Summary is unclear, does not meet required length, and has frequent grammatical errors that greatly hinder clarity.
Professionalism	Student (s) display excellent professional demeanor. Tone and language is very respectful and body language displays confidence.	Student (s) displays a mostly professional demeanor. Tone and language is respectful and body language displays some confidence.	Student (s) displays an attempt at a professional demeanor, but is unsuccessful. Tone and language does not display respect and body language lacks confidence.	Student (s) is consistently unprofessional and/or disrespectful in demeanor, tone, and language.
Organization	Presentation follows an exceptionally clear and purposeful organization. Each point/topic leads to the next to create a distinguished flow of thought.	Presentation follows a mostly clear and purposeful organization. Each point/topic leads to the next to create some flow of thought.	Presentation follows a basic organization that needs improvement for clarity. Points/topics do not always flow to the next.	Presentation lacks organization. Points/topics are very difficult to follow.
Market Opportunity	Student (s) displays extensive understanding of the venture's industry and target market and the role the venture will play in it.	Student (s) displays partial understanding of industry and target market and the role the venture will play in it.	Student (s) displays little understanding of industry and target market and the role the venture will play in it.	Student (s) displays no understanding of industry and target market and the role the venture will play in it.
Profitability	Presentation includes detailed explanation of how the venture is financially and independently profitable.	Presentation includes some discussion of the venture's profitability, but is not well detailed.	Presentation includes very little discussion of the venture's profitability with little or no detail.	Presentation does not include discussion of the venture's profitability.
Customer Validation	Student (s) have validated their venture with customer feedback and implemented those ideas.	Student (s) have customer feedback, but not yet implemented.	Student (s) have some customer feedback and not yet implemented.	Student (s) have no customer feedback or validation.
Presentation Skills	Student (s) have dressed appropriately, demonstrated a clear understanding of business etiquette (handshake, business attire, eye contact, etc.)	Student (s) have partially demonstrated understanding of business etiquette, but have not mastered the skills.	Student (s) have little understanding of business etiquette.	Student (s) were poorly dressed and showed no business etiquette.
Overall Impact	Presentation is unique and memorable, and student (s) show enthusiasm for the venture.	Presentation is somewhat memorable and unique and student (s) shows some enthusiasm for the venture.	Presentation conveys few memorable qualities and student (s) lacks enthusiasm for the venture.	Presentation does not exude any memorable or unique qualities and student (s) lack enthusiasm entirely.
	YES (10 pts)			NO (0 pts)
Length	Meets the time requirement.			Does NOT meet the time requirement.

*Criteria is the same or similar as used for the Ball State University "Innovate WithIN" competition.