



Presentation Scoring Guide- ROUND 1

	10-9	8-6	5-3	2-1
	Excellent	Above Average	Fair	Below Average
Executive Summary	Summary is concise, meets the required length. Very few grammatical errors are present, and do not hinder clarity.	Summary is somewhat concise, but does not meet the required length. Grammatical errors may be 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.
Overall Impact	Presentation is unique and memorable, and student (s) show enthusiasm for the venture that adds to the overall persuasiveness.	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 (5 pts)			NO (0 pts)
Length	Student (s) presentation meets the given time requirement			Student (s) presentation does NOT meet the given time requirement

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



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