

# NBPC JUDGING RUBRICS FOR FIRST-ROUND & REGIONAL-ROUND



## BUSINESS PLAN [75']

### 01. Identify a Problem/Need [Highest: (10)]

- No Problem/Need was established and is real in society (0)
- Problem/Need only addresses a short term and 'Fad' Trend (3)
- Problem/Need addresses a clear and relevant issue in society (7)
- Problem/Need addresses a clear and relevant issue in society and makes a strong case that people will pay money for it (10)

### 02. Solution/Value Proposition [Highest: (15)]

- Product or service does not address the problem or need (0)
- Product or service offers a point of value towards the problem/need (5)
- Product/Service offering solves a specifically targeted problem OR addresses its strength against competitors (10)
- Very evident that the product/service offering solves the specifically targeted problem AND addresses its strength against competitors (15)

### 03. Business Model [Highest: (15)]

- No evidence of Business Concept or Company Profile (0)
- Business Concept OR Company Profile Described (5)
- Business Concept And Company Profile explained (10)
- Business Concept AND company profile explained including how the concept matches the profile (15)

### 04. Market Opportunities [Highest: (10)]

- No marketing Evident (0)
- One aspect of Marketing Explained (3)
- Two aspects of Marketing Explained (7)
- Three or more aspects of marketing to increase company performance explained (10)

### 05. Growth Strategy [Highest: (10)]

- No goals identified (0)
- Only one goal identified (3)
- Two Goals identified (7)
- Three or more goals identified with a specific plan to achieve the goals (10)

### 06. Financials [Highest: (10)]

- No evidence of company projections received (0)
- Provides some information on financial projections over a short period of time (3)
- Provides information on financial documents AND projections over a short period of time (7)
- Provides detailed projections and documents of financials over a three year period (10)

### 07. Quarantine/Coronavirus Response [Highest: (5)]

- No Response towards Quarantine/Coronavirus (0)
- Provides some response towards Quarantine/Coronavirus (1)
- Provides clear and workable responses towards Quarantine/Coronavirus (3)
- Provides creative response that is workable towards Quarantine/Coronavirus for their product, service, and/or operations (5)

## DELIVERY [40']

### 01. Statements are well Organized and clearly stated [Highest: (10)]

- Presenter(s) did not appear prepared (0)
- Presenter(s) were prepared, but the flow was not logical (3)
- Presentation flowed in a logical sequence (7)
- Presentations Flowed in a logical sequence, statements were well organized (10)

### 02. Demonstrates Self-confidence, poise, assertiveness, and good voice Projection [Highest: (10)]

- Presenter(s) did not demonstrate self-confidence (0)
- Presenter(s) demonstrated self-confidence and poise (1)
- Presenter(s) demonstrated self-confidence, poise, and good voice projection (3)
- Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness (5)

### 03. Demonstrates teamwork and collaboration [Highest: (10)] → 10' for team with one member

- Only one member from the whole team present (0)
- Some members present but show no or little understanding of their parts (3)
- Most members presents and show a fair degree of familiarity with their parts r respectively (7)
- Each presenter(s) show a fair share of the presentation and show clear understanding of his/her part (10)

### 04. Demonstrates the ability to effectively answer questions [Highest: (10)]

- Unable to answer questions (0)
- Does not Completely answer questions (3)
- Completely answers questions (7)
- Interacted with the judges in the process of completely answering questions (10)

## JUDGES PICK [15']

Please rank your favorite three teams in order of preference:



## AUDIENCE FAVORITE [10']

TOP THREE PICKS:



## SCORE

HIGHEST SCORE: 140

- Minus 5 points if they go over the 7 Minute Mark for their Presentation
- Minus 5 points (for each member) if they are not Professionally Dressed, Do not have their Camera on for the full length of the presentation, Did not test their audio