

# Bank for Education KeikiCo Contest Grading Rubric



Name \_\_\_\_\_

Partner 1 \_\_\_\_\_

Partner 2 \_\_\_\_\_

	A 90-100	B 80-89	C 70-79	F 0-69
<b>Executive Summary</b>	Describes the product or service in thorough detail and why it will be a success.	Describes the product or service with some detail. Discusses why it is a good idea.	Describes the product or service with minimal details. Very little information on why it would be a success.	Incomplete. Executive summary is not complete or makes little to no sense.
<b>The Business</b>	Includes a catchy, unique and meaningful name. Mission and vision are well thought out and objectives are clearly stated.	Includes a catchy business name. Mission and vision are included and objectives are stated.	Includes a name, not connected directly to the type of business. Mission and vision are mentioned. Objectives are not clear.	Incomplete. The Business section is not complete or makes little to no sense.
<b>Idea for the Product or Service</b>	Clearly explains the rationale for development of the product or service. Gives a well detailed description of the product or service. States who the competitors are.	Explains why the product or service was chosen. Gives a description of product or service and states the competitors.	Briefly explains the reason for choosing the product or service. Short overview of the product or service and states the competitors.	Incomplete. The Idea for the Product or Service section is not complete or makes little to no sense.
<b>Marketing</b>	Clearly explains who the target market is and why. Explains why it is unique and the reason for the selection of price and detail on how to promote this product or service.	Explains the target market and why. States why it is unique and how the price was decided upon and how it will be promoted.	Briefly identifies the target market and why. Not clear on how price was determined and how product or service will be promoted.	Incomplete. The Marketing section is not complete or makes little to no sense.
<b>Finance</b>	Gives a thorough and accurate breakdown of startup costs. Gives a realistic source of where financing will come from. Explains cost and profit per unit.	Gives a breakdown of startup costs and states where financing will come from. States cost and profit per unit.	Refers to startup costs and financing. Briefly attempts to discuss cost of product and profit per unit.	Incomplete. The Finance section is not complete or makes little to no sense.