

Judging Rubric | Business Launch Presentation

Please use this rubric to help guide the scoring of student work against the assessment criteria. Simply circle or highlight the statement that best suits the quality of work presented by students to score.

Team Number:

Assessment Criteria	0	1	2	3	4	5	Score
1. Strategy & Organisation [15%]	No evidence of organisation or strategic intent.	Extremely hard to follow presentation with information that contradicts other elements of the presentation.	Presentation follows the template but still hard to follow at times, with inconsistent information.	Confident presentation that can be followed, and strategic decisions that can be understood with discussion.	Strong presentation that is easy to follow with most decisions justified in the presentation.	Well planned presentation that has been rehearsed, with a clear strategic intent across all sections discussed.	
2. Research & Inquiry [15%]	No evidence of research.	Minimal confidence in research findings, only presented after questions from judges.	Some research findings are displayed but not discussed or used to inform decisions.	Research findings are discussed in passing, with links to how they have informed further decisions.	Confident presentation of research findings, with most decisions connecting to the findings.	Quality research findings presented, including using own survey, provided to support key decisions.	
3. Creativity & Innovation [15%]	No evidence of creativity and innovation.	Extremely limited creativity with many problems left unaddressed.	Some creativity and innovation presented, but not fully resolved.	Application of creative and problem solving shown to some degree.	Strong innovative approach in most areas with some creative solutions.	Clear evidence of creative problem solving and innovative approaches throughout.	
4. Financial Interpretation [15%]	No evidence or discussion of financial information.	Incomplete financial information presented in passing.	Some financial information presented with little discus	All tables are completed with some realistic information, with minimal explanation.	Financial tables are completed with realistic information, with some explanation provided in the Business Case.	Outstanding financial forecasts showing research, with compelling justifications in the Business Case.	
5. Communication [20%]	No attempt at the presentation.	Extremely casual presentation with minimal prior preparation demonstrated.	Casual presentation with some sections not completed or not discussed fully.	Formal presentation that is compelling at times, but needs refinement.	Professional and refined submission with minimal errors.	Outstanding confident submission that is compelling and professional.	
6. Use of Digital Technology [10%]	No attempt at task or file/url submitted cannot be accessed	Very limited use of digital technologies beyond a basic single shot video and/or very poor sound/visual quality.	Basic use of shots and editing to demonstrate key information. Low sound/visual quality.	Sound multi-shot video with edits and basic graphics to demonstrate key information. Adequate sound/visual quality.	Professional multi-shot video with thoughtful edits and effective graphic to demonstrate and enhance key information. Good sound/visual quality.	Highly effective, professional and creative multi-shot video with thoughtful edits and innovative and advanced graphic to enhance information. Excellent sound/visual quality.	
7. Real World Application [10%]	No connection to the real world in submission.	Lacks connection to the local community and unrealistic implementation plan.	Potential to connect with the community, and unlikely to be implemented as outlined.	Meets a need within the community but needs further development before being implemented.	Solution has ability to make positive impact within the community, with a multi-stage implementation plan.	Confident solution to a real problem in the community, supported with an achievable implementation strategy.	