

Business Exposition Rubric

Business Project – Due Friday, March 28, 2014

Directions: We will be having a Business Expo (Location TBA). Each group must have a prepared display to set up on a table during the Business Expo. You will answer questions and explain your business to observers, and you will also visit your classmates' display tables. Your grade is partially based on the evaluation you receive by your peers. In addition to being viewed and evaluated by your classmates, your business project will also be viewed by other students and other school staff and faculty members.

MANDATORY COMPONENTS:

1. Project Display Poster Board
 - a. Your Business Expo display must include a Project Display Poster Board like the ones used for Science Fair projects. The poster board must be able to stand on its own.
 - b. The poster board must include the following:
 - i. The name of the business
 - ii. Business Description
 - iii. Mission Statement
 - iv. Visions & Milestones
 - v. Product Description
 - vi. Timeline
 - vii. Business Revenue Model
 - viii. Relevant Images
 - c. Your poster will be graded based on the following:
 - i. Including all required information listed in 1.B
 - ii. Visual appeal and neatness
 - iii. Creativity
2. Handouts, Samples, Business Cards, etc.
 - a. Your Business Expo display must include some sort of flyer, business card, or handout that you can show to your potential investors. You do not need to make copies for everyone. One or two copies of any flyers, business cards, or handouts will suffice.
 - b. If possible, bring samples of the product you will be selling.
 - c. Your handouts and/or samples will be graded based on the following:
 - i. Completeness
 - ii. Visual appeal, creativity, and neatness
3. Business Plan
 - a. You must bring your completed written Business Plan to the Business Expo.
 - b. See the Business Plan rubric for more details on requirements.
4. Professionalism
 - a. You are required to wear professional, business casual attire to the Business Expo.
 - i. Boys: Wear slacks, dress shoes, and a nice, unwrinkled shirt with a collar.
 - ii. Girls: Wear a dress, nice blouse with a skirt, or nice blouse with slacks, and dress shoes.
 - b. You are to act as professionals during the Business Expo. You are trying to convince potential investors to give you money to start your business.
 - i. No cell phones, iPods, gum chewing, messing around, or other shenanigans are permitted.
 - c. Your professionalism will be graded based on the following:
 - i. Dressing appropriately in professional, business casual attire
 - ii. Behaving in a professional manner
5. Peer Evaluation
 - a. You will be evaluating your peers' businesses using our Peer Evaluation Form.
 - b. Group members will take turns staying with their Business Expo display and evaluating other groups' businesses. Each group member must evaluate at least SIX other groups' businesses.
 - c. On the Peer Evaluation Form, you will vote for the business that had the best idea and the business that had the best Business Expo display. The winning groups will receive extra credit.
 - d. Peer Evaluation will be graded based on the following:
 - i. Evaluating at least SIX other groups' businesses
 - ii. The evaluation you receive from your peers