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| **Bootstrapping your Business Criteria** | | | | | |
| **Category** | **1-2 points** | **3 points** | **4 points** | **5 point** | **Points** |
| Persuasiveness (max. 5 pts.) | A poor quality pitch:   * Does not get interesting (very monotonous tone) * No sign of rehearsal (eg. Members stare at each other) * Speech barely heard * No logical flow of ideas | A satisfactory quality pitch:   * Takes a while to grab attention * Many pauses throughout presentation * Speech is somewhat heard * Ideas not fully explained nor flow well | A good-quality pitch:   * Gradually gets interesting * Somewhat rehearsed * Loud enough for most of the presentation * Ideas somewhat flow | A very high quality pitch:   * Immediately captures attention (enthusiastic tone) * Well rehearsed * Loud and clear voices throughout presenting * Explanations/ ideas well articulated |  |
| Creativity  (max. 3 pts.) | Ideas vaguely developed:   * Evidence of little effort put into ideas * Not as innovative (mediocre ideas) | Ideas well developed:   * Ideas well thought about (effort shown) * Unique ideas |  |  |  |
| Finance Calculations  (max. 5 pts.) | Poor application:   * Incorrect calculations of profits, sales, revenue, products sold, cost of product and expenses. * Information given not analyzed properly. | Satisfactory application:   * Significant inaccuracies in calculations of profits, sales, revenue, products sold, cost of product and expenses. * Information given analyzed sufficiently. | Good application:   * Some inaccuracies in calculation of profits, sales, revenue, products sold, cost of product and expenses. * Information given analyzed adequately. | Very good application   * All accurate calculations of profits, sales, revenue, products sold, cost of product and expenses. * Information given analyzed properly and is coherent. |  |
| Coherence of reasons for Investment  (max. 2 pts.) | * Clear outline of reasons for investment * Logical reasoning for required funds |  |  |  |  |
| Answers Questions  (max. 3 pts.) | No ability to answer questions:   * Limited detail * Not confident * poor/satisfactory understanding of topic and/or project requirements. | Ability to answer questions:   * Thorough answers * High confidence * Demonstrates good understanding of topic and project requirements. |  |  |  |
| Whole group involvement  (max. 2 pt.) | Group involvement:   * Equal speaking times * Tasks equally divided * Whole group proactive |  |  |  |  |

Total Points: \_\_\_\_\_\_\_/20

Time taken: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Group Number: \_\_\_\_\_\_\_\_\_\_\_\_\_

Comments (if required\*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_