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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.
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| 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\*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_