**Business Information Report Grading Rubric**

**Group:**

**\_\_\_\_\_\_Content (50 points)**

* **Executive Summary** persuasively explains where your company is, where you want to take it, and why your business idea will be successful
* **Company Description** provides a high-level review of the different elements of your business. Lists the specific consumers, organizations or businesses that company serves or will serve and explains competitive advantages
* **Market Analysis** illustrates industry and market knowledge as well as any of your research findings and conclusions, including Industry description and outlook, information about target market and their distinguishing characteristics (including size), potential market share, pricing/gross margin targets, competitive analysis, and regulatory restrictions
* **Organization & Management** should include: your company's organizational structure, details about the ownership of your company, profiles of your management team, and the qualifications of your board of directors.
* **Service or Product Line(s**) describes your service or product, emphasizing the benefits to potential and current customers. Focus on why your particular product will fill a need for your target customers.
* **Marketing & Sales:** Define your marketing strategy (market penetration, growth, channels of distribution, communication strategy. Overall sales strategy.
* **Funding Request:** Your current funding requirement, any future fund, requirements over the next five years, how you intend to use the funds you receive.
* **Financial Projection:** Historical financial data, prospective financial data, analysis of financial information.

**\_\_\_­­\_\_Organization and Format (25 points)**

* Includes all relevant sections of the BIR (Title, TOC, Executive Summary, Company Description, Market Analysis, Organization and Management, Service or Produce Line(s), Marketing and Sales, Funding Request, Financial Projections)
* Uses appropriate format
* Uses emphasis techniques to make document accessible to reader (including graphs, charts, bolding of headings)
* Develops well-organized and focused paragraphs
* Avoids illogical thinking; displays logical development of ideas
* Provides complete support for any generalizations
* Uses persuasive tools appropriately

**\_\_\_\_\_Style and Tone (25 points)**

* Uses “Plain English” and states ideas clearly (avoids vague pronouns or phrases)
* Uses active voice (unless rhetorically necessary)
* Avoids wordiness or redundancies
* Uses appropriate tone
* Stresses “you” attitude; is reader-centered
* Presents negative elements with positive language
* Conveys a positive tone
* Avoids punctuation and mechanics errors
* Avoids grammar and usage errors
* Avoid jargon, clichés, bureaucratic language, etc.
* Is gender and culturally inclusive
* Varies sentence structure and length
* Develops well-organized and focused paragraphs
* Uses transitional words and phrases to connect ideas and paragraphs
* APA documentation used

Group Grade:

Individual Grade: