



# APPENDIX I. FINAL PRESENTATION SCORING RUBRIC

Date: \_\_\_\_\_ Your Name: \_\_\_\_\_

Real Food Business Name: \_\_\_\_\_

Group Member Names: \_\_\_\_\_

One question I have for the group is:

## Scoring Rubrick (circle one)

|                                      | Excellent | Good | Average | Needs Improvement |
|--------------------------------------|-----------|------|---------|-------------------|
| Business Overview                    | (5)       | (4)  | (3)     | (2)               |
| Solution to Problem                  | (5)       | (4)  | (3)     | (2)               |
| Business Opportunity                 | (5)       | (4)  | (3)     | (2)               |
| Social Responsibility                | (5)       | (4)  | (3)     | (2)               |
| Marketing Persona                    | (5)       | (4)  | (3)     | (2)               |
| Marketing Plan                       | (5)       | (4)  | (3)     | (2)               |
| Business Financials                  | (5)       | (4)  | (3)     | (2)               |
| Overall Presentation                 | (5)       | (4)  | (3)     | (2)               |
| Real Food Inspiration                | (5)       | (4)  | (3)     | (2)               |
| Shared Presentation Responsibilities | (5)       | (4)  | (3)     | (2)               |

**(5) Excellent:** In-depth research is evident, creative communication, meets the design challenge, focused on real food

**(4) Good:** Research is evident, clear communication, meets the design challenge, focused on real food

**(3) Average:** Research is evident, simple communication, misses the design challenge, not focused on real food

**(2) Needs Improvement:** Lack of research, incomplete, misses the design challenge, not focused on real food

**TOTAL SCORE: \_\_\_\_/50**