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Creativity Is the proposed business concept innovative and original?	The idea lacks original thinking and fails to differentiate itself from existing concepts.	The idea includes basic elements of innovation, but is not well developed or unique.	The idea demonstrates some creative instinct but overall innovation could be further explored.	The concept demonstrates creativity and offers a fresh innovative approach.	The idea is exceptionally imaginative, and shows strong potential to pioneer new developments in its industry or market.
Articulation of Business Concept Does the proposed business concept effectively address the target issue and provide a unique intervention?	The business concept lacks clarity, structure, and fails to effectively communicate the business concept.	The business concept is poorly articulated, making it challenging to understand the concept and how it will address the target issue.	The business concept is somewhat clear but lacks detail explaining how the concept will serve as a unique solution.	The business concept is articulated and provides a clear structure on the addressed issue to a satisfactory extent, however either the articulation or structure is not clearly presented.	The presentation is highly articulate, providing a clear and thorough understanding of the business concept. The delivery of the business concept highlights a unique solution to the challenge addressed.
Feasibility Is the proposed business realistic and practical (in terms of market demand, financials, operations, etc.)?	The proposed business concept is highly unfeasible and lacks a clear path to success.	The feasibility of the business concept is questionable, with several critical gaps and uncertainties.	The proposed business concept shows potential feasibility but still has some significant issues to address.	The proposed business concept is mostly feasible with a well-structured plan, but still has a few notable concerns.	The business concept is highly feasible, backed by research, realistic strategies, and a clear path to success.
Audience Engagement Does the proposed business have a clear plan for the audience it aims to reach, as well as how it will teach them?	There is no attention given to the audience the company plans to reach, and no attention given to how the company plans to reach them. There is no clear unique selling proposition.	Little attention is given to the audience the company plans to reach nor to how the company plans to reach them. The unique selling proposition is either weak or not presented.	The presentation lacks a clear explanation to one of the following: audience, plan to reach them, or unique selling proposition. At least two are articulated to a satisfactory extent.	There is a clear audience and a feasible plan to reach them. The unique selling proposition is present, but lacks innovation, insightfulness, or connection to the audience base.	There is a well-articulated audience supported by highly compelling ideas for how to reach them. The unique selling proposition is clear, innovative, and insightful.
Future Growth Does the business have a clear, well-articulated plan for company expansion and future profitability?	The business concept lacks a clear plan for long term growth and profitability. There are no considerations of future market trends.	The business provides a satisfactory plan for either (1) future growth or (2) future financial profitability. The other is not addressed.	A plan for future growth and profitability is presented, though many questions still exist about the company's future expansion and profitability.	There is a clear plan for future growth and profitability, though some questions still exist to either (1) how the company will grow, or (2) how the company will be profitable.	There is a comprehensive and highly detailed plan for future growth and profitability. The business concept demonstrates exceptional foresight on future market trends and is strategic in approach.
Ethics Does the proposed business have the potential to harm the environment and surrounding communities?	The proposed business concept lacks consideration for ethics, raising major concerns for how the business will impact the people it aims to serve.	Some consideration for ethical practices, but at least one major ethical concern remains unaddressed.	A commitment to ethical business practice is evident.	TOTAL SCORE	
Presentation Does the presentation contain the requested information and in an aesthetically pleasing and easy to understand way?	The presentation lacks clarity, relevant content, and structure, making it difficult to follow. Content and organization issues hinder overall effectiveness.	The presentation is somewhat clear, but is hindered by either structure or organizational issues.	Content is clear, relevant, and well-organized, contributing to a good presentation that is 14-18 slides in length.	/31	