

2019 RBC EVALUATION RUBRIC

Name of Company: _____

PRESENTATION (40%)

FORMAL PRESENTATION (20%)

Materials presented in clear, logical and/or sequential form (5%)

1 2 3 4 5

Demonstrated demand for the business with clear examples and applications (5%)

1 2 3 4 5

Maintained judges' interest (5%)

1 2 3 4 5

Utilized quality visual aids (5%)

1 2 3 4 5

QUESTIONS AND ANSWERS (20%)

Ability to understand judges' inquiries (5%)

1 2 3 4 5

Quality of responses to judges' inquiries (5%)

1 2 3 4 5

Use of time allocated (5%)

1 2 3 4 5

Poise and confidence (5%)

1 2 3 4 5

VIABILITY OF COMPANY (60%)

MARKET OPPORTUNITY

There is a clear market need presented as a way to take advantage of that well as need (12%)

1 2 3 4 5 6 7 8 9 10

DISTINCTIVE COMPETENCE

The company provides something unique that gives it a competitive advantage in its market (12%)

1 2 3 4 5 6 7 8 9 10

MANAGEMENT CAPABILITY

This individual or team can effectively develop their company and handle the associated risks (12%)

1 2 3 4 5 6 7 8 9 10

FINANCIAL UNDERSTANDING

The plan demonstrates a solid understanding of the business's financial requirements (12%)

1 2 3 4 5 6 7 8 9 10

INVESTMENT POTENTIAL

This business represents a real investment opportunity in which you could consider investing (12%)

1 2 3 4 5 6 7 8 9 10

