

Rexburg Big Idea Competition Scoring Rubric

PARTICIPANT NAME
JUDGE NAME

COMPETITION YEAR
2024

RUBRIC	SCORE	SCORING SCALE	TOTAL
EXCEPTIONAL; Standards Met Consistently / Expectations Exceeded	4	EXCEPTIONAL	55 – 60
SATISFACTORY; Standards Met Often / Frequently	3	SATISFACTORY	48 – 54
NEEDS IMPROVEMENT; Standards Met Sometimes / Partially	2	NEEDS IMPROVEMENT	40 – 47
UNSATISFACTORY; Standards Not Met or Seldom Met	1	UNSATISFACTORY	0 – 39

INNOVATION AND FEASIBILITY	4	3	2	1
Creativity: Uniqueness and originality of the business idea.				
Problem Solving: The extent to which the idea addresses a specific problem or need in the market.				
Innovative Approach: The level of creativity and innovation demonstrated in the proposed solution.				
Market Potential: Assessment of the target market size, demand, and growth potential.				
Implementation Plan: Clarity and feasibility of the proposed plan for executing the business idea.				
INNOVATION AND FEASIBILITY TOTAL SCORE				

IMPACT	4	3	2	1
Potential Impact: Assessment of the potential positive impact on the community or target market.				
Sustainability: Consideration of the long-term viability and sustainability of the business idea.				
Scalability: Evaluation of the potential for growth and scalability.				
IMPACT TOTAL SCORE				

TARGET CUSTOMER AND VALUE PROPOSITION	4	3	2	1
Identification of Target Customers: The clarity and relevance of the initial target customer identification.				
Articulation of Customer Value Proposition: The effectiveness in communicating the value proposition that the business offers to its target customers.				
TARGET CUSTOMER AND VALUE PROPOSITION TOTAL SCORE				

PRESENTATION SKILLS	4	3	2	1
Clarity: How well the participant communicates their ideas, ensuring understanding by the audience.				
Engagement: Ability to capture and maintain the audience's attention during the presentation.				
Professionalism: Overall professionalism and delivery of the presentation.				
PRESENTATION TOTAL SCORE				

Q&A SESSION	4	3	2	1
Responses to Questions: Ability to provide clear and concise answers to questions posed by the judging panel.				
Adaptability: Flexibility and adaptability in responding to unexpected or challenging queries.				
Q&A SESSION TOTAL SCORE				

OVERALL TOTAL SCORE	
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