

## Task 3.4 Evaluation Rubric

Areas with Room for Improvement	Criteria	Areas that Meet or Exceed Expectations
	<p><b>Organization</b> Strong introduction and conclusion organize the presentation. Students organize the presentation in the following sequence.</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Business description</li> <li>• Financial information</li> <li>• Personnel</li> <li>• Conclusion</li> </ul>	
	<p><b>Content</b> Clearly states the purpose and goals for the cooperative. Includes details related to each section in the prescribed sequence, above, for the business plan that help the audience understand the full scope of the business plan.</p>	
	<p><b>Delivery</b> Students deliver information while staying on the topic and considering the audience. They demonstrate speaking skills including voice, presence, power of expression, and effect.</p>	
	<p><b>Visual Aids</b> Neat, accurate, and illustrative visual aids enhance the presentation and provide a clear understanding of the cooperative. Text is of adequate size and font to read.</p>	
	<p><b>Participation</b> Each team member completes assigned tasks and participates equally in the presentation.</p>	
	<p><b>Creativity / Effectiveness</b> The team's idea(s) are creative and unique. Students effectively pitch the business plan to potential members and investors.</p>	