

Shark Tank

Teacher Nan Abe

Evaluator:

Group Product Idea: _____

Group Members: _____

CATEGORY	5 - Above Standards	4 - Meets Standards	3 - Approaching Standards	1 - Below Standards	Notes
Business Plan Components	Well explained business proposal - what, how, whom to produce for, and how much time /resources it would take. Also demonstrated need for the product and differentiated from the competition. Provides a detailed financial plan which can show hope of profit. Asks for properly targeted investment and breaks down how it would be used.	Solidly explained business proposal - what, how, whom to produce for, and how much time /resources it would take. Provides a reasonable financial plan which can show hope of profit. Asks for sensible investment amount.	Unevenly explained business proposal - some solid elements and some problematic ones,	Poorly explained business proposal - several problematic areas.	
Support for Idea	Shows a full understanding of the market/topic. Includes credible evidence to support their idea, using many facts, statistics, surveys, examples, or real-life experiences that support the proposal.	Includes reasonable evidence to support their idea, using some facts, statistics, surveys, examples, or real-life experiences that support the proposal.	Includes some evidence to support their idea, but could use more.	Includes very little to no evidence to support their idea.	
Advertising	Clearly and thoroughly explains the logic behind the slogan, logo, print ad, or video ad. Well targeted demographics. The ads look and sound professional.	Solidly explains the logic behind the slogan, logo, print ad, or video ad. Reasonable use of stylistic elements. The ads look and sound good.	Need to sometimes more clearly explain the logic behind the slogan, logo, print ad, or video ad. The ads may have some rough spots.	Need to much more clearly explain the logic behind the slogan, logo, print ad, or video ad. The ads may be very rough in quality.	
Presentation Skills	Business attire, very professional look. Excellent oral delivery of information by almost all group members. Well-designed PowerPoint very much enhances the presentation.	Casual business attire. Solid oral delivery of information by almost all group members. PowerPoint enhances the presentation.	Casual business attire, but wore sneakers or seemed somewhat wrinkled. Some problems with oral delivery or transitions. PowerPoint is	General attire not appropriate for audience (jeans, t-shirt, shorts). Severe problems with oral delivery. PowerPoint is not helpful.	
Q&A	The group anticipates the committees' concerns, and has thoughtful answers to several questions. They are gracious about accepting advice and admitting to what they do not know.	The group has good answers to some questions. They are gracious about accepting advice and admitting to what they do not know.	The group's answers were often vague and revealed that more thinking needed to be done about certain aspects of the proposal.	The group seemed flustered and unprepared to answer key questions about their proposal.	
Overall Opinion of the Idea	I would invest money in this company. Its market seems strong, the members seem motivated and capable, and business plan organized and efficient.	I would recommend that someone invest money in this company. Its market seems apparent, the members seem capable, and business plan efficient.	This group has some good ideas but they need to rework their plan before it gets seed money. Its market seems apparent, but the plan has holes or the group members need to make	This group's plan has too many holes to invest in the material. They may have a good idea or two but simply too many problems to move on at this point.	

Comments: