



**7<sup>th</sup> ANNUAL NAPA VALLEY COLLEGE  
YOUTH ENTREPRENEURSHIP BUSINESS PLAN COMPETITION  
Business Plan Rubric  
Saturday, December 13, 2014**

Name: \_\_\_\_\_

Total Points: \_\_\_\_\_

Business Name: \_\_\_\_\_

Reviewed By: \_\_\_\_\_

- 1   2   3   4   5   The plan begins with an introduction that shows the logic behind the business selected to start, as well as a strong organizational structure needed to run the business
  
- 1   2   3   4   5   The plan is supported by research of the customer, competition, and the business to be started
  
- 1   2   3   4   5   The plan identifies logical target markets that show a strong understanding of the need for focus in a business plan
  
- 1   2   3   4   5   The product, price, promotion, and distribution sections of the plan strongly support the target markets selected
  
- 1   2   3   4   5   The plan addresses the operations, customer service, management, and human resources elements of the business
  
- 1   2   3   4   5   The financial plan is realistic and demonstrates that the participant has thoroughly researched the costs of running the business
  
- 1   2   3   4   5   The participant’s plan contains strong logical arguments why this business would be viable
  
- 1   2   3   4   5   The participant’s presentation of the business plan is creative and believable