

Business Plan Presentation Grading Rubric

Content

- Is sequencing and organization of the information logical and coherent?
- Does group make good choices about what to say and what not to say?
- Do parts of the presentation create confusion by inadequate or incoherent development or by assuming too much from the audience?
- Do parts of the presentation bore the audience because they belabor the obvious?
- Does the group find appropriate ways to use rhetorical techniques taught in class?
- Does group content as a whole have a good ratio of insights : exposition appropriate for each part part?
- Does the content feel too texty, or does it feel spoken and natural?

Visual Aids

- Do slides work well in concert with the verbal part of the presentation? Are there parts of the presentation where more visual support is needed?
- Are they cluttered?
- Are they texty “slideuments”?
- Are they cheesy looking, or do they have good “ethos”?
- Do they work well with images—photos, diagrams, other graphic elements?
- Do they work effectively with the design principles: empty space/rule of thirds, contrast, repetition, alignment, and proximity?
- Are they easy to understand?
- Do they deliver impactful insights?

Delivery

Audience focus:

- Is there too much reading?
- Are eyes down or too long on the screen?
- Is speaker holding cards?

Fluency/Pace:

- Is pace too rushed and hard to keep up with?
- Is pace too sluggish and halting?
- Are sentences well articulated or are they garbled and hard to understand?
- Are sentence mechanics and usage a problem?

Projection:

- Does voice seem to die two feet in front of the speaker?
- Does speaker take control of the room?
- Does speaker project a mood of confidence and commitment?

Expressiveness/Naturalness

- Does speaker's style feel mechanical and memorized?
- Is speaker's voice monotone or natural and conversationally expressive?
- Is speaker's energy level engaged and committed or bored and lacking intensity?
- Does speaker's affect suggest that she bored or he just wants to get it over with?
- Does he communicate she's confident, that she has something interesting to say, that she has a sense of commitment and mission about her message?