**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 a good connection with the audience, good ethos?
* Are speakers communicating with the audience or are they just wetware recording devices on playback?
* 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:**

* Do speakers have good ethos, a likeable energy that makes audience sympathetic?
* Does speaker take control of the room?
* Does voice seem to die two feet in front of the speaker?
* 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?