

Business Plan Rubric	Business Plan identifies and describes the business and thoroughly explains key points (15 points)	Support claims and assertions with specific details to create a well-thought-out case for business plan (15 points)	Understand expectations for professionalism, tone, mechanics, and grammar (10 points)	Format your business plan using specific guidelines for standard business genres (10 points)
Excellent	The Business Plan clearly identifies and describes a situation, product, or service that the writer can supply. Articulates why this business is unique and how it will connect with its audience.	Provides ample, relevant details that support the business plan's idea, demographic, and uniqueness. Connects assertions to well-researched sources.	Error-free writing. The professional and polite tone would be appropriate in a business setting. 1 topic per paragraph with transitions between topics.	Follows the formatting in the business plan template. Uses effective visuals (font, headings, white space) to create a visual ethos/persona for the business.
Good	The Business Plan mostly identifies a situation, product, or service that the writer can supply. Suggests why this business is unique and mentions target audience, but could provide more detail. Close, but could use some polish.	Provides ample, relevant details that support the writer's business plan; 1 section could use more detail to make sense or could use research sources more often and more effectively.	1-2 small errors that do not affect the message or reader comprehension. Tone is mostly good, with 1-2 word choices out of place, but could use small adjustments. 1 topic/paragraph; could use more transitions.	Mostly professional formatting; could use 1-2 small tweaks. Creates a visual ethos/persona for the business, but could be more attractive or consistent
Average	The Business Plan vaguely describes a situation, product, or service that the writer can supply. May not provide enough detail or thoroughly explore uniqueness and connection to audience. Needs revision to make a case.	Details don't always support the writer's choices for the business plan. 2+ sections could use more detail to make sense or connect with research sources. Could be repetitive and vaguely worded.	Contains at least 2 errors in grammar/mechanics that detract from the message. Tone isn't appropriate for the rhetorical situation; needs polishing to be professional. Paragraphs contain 2+ topics, no transitions.	Uses paragraphs and some formatting. At least 1 major mistake in formatting. Could do more to create a visual ethos/persona for the business.
Needs Development	The Business Plan's product, situation, or service are vague and/or not matching the audience. Does not articulate uniqueness or marketability. Needs development and detail to meet professional standards.	Makes statements about business plan that are unsupported by details appropriate for this context	Grammar and mechanics need development. Tone isn't appropriate for the rhetorical situation and needs development to be professional. No paragraph breaks.	1 solid paragraph of text/problems with paragraph length. Needs to do more to use visuals to develop ethos/persona for the business