

**Two-minute Presentation (Performance as Entrepreneur) Rubric (15%)**

Category	Scoring Criteria	Total Points	Score
<b>Organization</b> <b>(15 points)</b>	<b>The structure</b> of presentation is appropriate for the topic and audience.	5	
	Information is presented in a <b>logical manner</b> .	5	
	The speaker uses <b>transitions</b> to make the presentation flow smoothly.	5	
<b>Content</b> <b>(30 points)</b>	<b>Introduction</b> grabs attention well and provides clear background information.	5	
	Presentation demonstrates <b>evidence of research</b> .	5	
	Information included is relevant to the overall <b>message/purpose and audience</b> .	5	
	There is a <b>clear conclusion</b> with a summary of main points and a <b>strong call to action</b> .	5	
	Presentation contains <b>all the required information</b> : 1) the investment you are seeking; 2) the percentage you are offering; 3) financial details regarding the <b>costs, sales, and profit margins</b> ; 4) explanation on how your product can satisfy your customers' needs; 5) the most effective ways to promote and sell your product/service	10	
<b>Presentation</b> <b>(55 points)</b>	Speaker uses a <b>clear and audible voice</b> .	5	
	Delivery is <b>controlled and smooth</b> .	5	
	The speaker <b>doesn't read off the notes/script</b> .	5	

Dragons' Den Simulation

	The speaker <b>engaged</b> the audience and established emotional connection.	5	
	The speaker uses a <b>natural speaking rhythm</b> and <b>controls vocal tics and fillers</b> .	5	
	Length of presentation is <b>within the assigned time limits</b> .	5	
	Information is <b>clearly communicated</b> .	5	
	The speaker maintains <b>good eye contact</b> with the audience.	5	
	The speaker is <b>appropriately animated</b> (e.g., using gestures, moving around, etc.).	5	
	The speaker appears <b>credible, genuine, and confident</b> .	5	
	The speaker is <b>dressed professionally</b> .	5	
	<b>Total Points</b>	<b>100</b>	
<b>Score</b>			

**Performance as Dragon rubric (5%)**

<b>Scoring criteria</b>	<b>Total points</b>	<b>Score</b>	<b>Comments</b>
Comes prepared and demonstrates professional attitude	5		
Listens carefully and politely to the presenters' pitches.	5		
Asks the "entrepreneurs" relevant questions to evaluate their business and make a decision on the investment in their business.	5		
Evaluates business objectively and comes to sound investment decisions	5		