



**16th ANNUAL NAPA VALLEY COLLEGE
YOUTH ENTREPRENEURSHIP BUSINESS PLAN COMPETITION**

Business Plan Rubric

Spring 2022

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