

Continuing Business Award Rubric for Assessing Entries

Business:				
Is the business product/model sustainable?	1 – Product/service is unlikely to sell longer than a week due to limited interest, regulatory restraints, etc.	2 – Business could continue with major revisions and additional product lines.	3 – Business could continue with minor revisions or additional product lines.	4 – Product/service could/should continue to be sold beyond the Challenge.
Did the team do research to verify that there is interest/a market for their product where they were selling?	1 – Team conducted no research.	2 – Team conducted very little research or drew incorrect assumptions.	3 – Team did some research; further study or proof could help, but they are on the right track.	4 – Team sufficiently proved an interest/market for their product/service.
Is the business something students could legally continue?	1 – Too many regulatory barriers/too time intensive for students to feasibly continue/violates legal codes (i.e. raffles need a gambling permit, under 18 cannot operate heavy equipment, etc)	2 – Business would need serious revisions or new products/services to continue (i.e. a commercial kitchen, a product packaging system, food handlers permit, AND different products)	3 – Business could continue with the addition of an adult as supervisor/business owner.	4 – Only a business license is required to continue the business.
Have the students expressed any interest in continuing their business in the business plan?	1 – Absolutely no interest	2 – Not mentioned/very little interest	3 – Some interest	4 – At least one student actually plans to continue the business.
				Total: