

Ag. Entrepreneurship Scores

Question	Points Possible	Full Points
Introduction	35	
1. Idea	10	Idea is described in detail, shares the vision
2. Location	5	Location is described in detail, student shares how location issues will be dealt with
3. Experience	5	Student discusses experience related to this project
4. Risks	15	Risks are thoroughly covered and risk management plans are described
Business Plan	80	
Description	20	Business plan includes a thorough description of the business
Mktg. Strategies	20	Realistic and viable marketing strategies are thoroughly described
Financial Plan	20	Financial plan is complete and includes realistic numbers
Production Mgt.	20	Addresses all possible concerns related to production of high quality product
Appendicies	55	
Timeline	15	Timeline is complete, realistic, and detailed- includes information for at least 2-4 years
Resume	15	Resume is complete, supports the application, includes pertinent information to the project
Mktg./Promotion	25	Marketing and promotional items are complete and of good quality
Conclusion	15	
Future Goals	5	Future goals are realistic and related to the project
Things Learned	5	Thorough list of things learned by the student and how the lessons will guide future plans
Assessment	5	Honest assessment of progress including future plans
Other	13	
Organization	3	Application is well organized and has good flow
Grammar & Punct.	10	Application includes good grammar and punctuation
Advisors Statement	2	Advisor statement supports statements made in the application and clears up any inconsistencies or issues
Total	200	0