

Unit 1 Assignment Rubric:

Unit 1 Assignment Grading Rubric	Percentage Possible	Points Possible	Points Earned
Criteria: Points are based on correct and thorough responses to the checklist items using critical analysis:			
Develop an executive summary:			
-Product		8	
-Customers		8	
-What drives us (values)		10	
Describe the company:			
Vision Statement: Provides a company vision statement -How you will assure the vision has support from staff in the future?		4 4	
Mission Statement: Provides a company mission statement		8	
Describe the startup management and personnel plan: -Explanation -Table in outline		8 10	
Legal Business Structure		8	
Subtotal:	90%	68	
Writing, spelling and grammar	10%	7	
Total Points	100%	Possible points total: 75	Total Points Earned: