

Case Study					
	5	4	3	2	1
Identification of main issues	Main issues were identified at an excellent level	Main issues were identified at a good level	Main issues were identified at an average level	Main issues were identified at a fair level	Main issues were identified at a poor level
Analysis/Solutions of the problem	Group provided solutions to the problem at an excellent level	Group provided solutions to the problem at a good level	Group provided solutions to the problem at an average level	Group provided solutions to the problem at a fair level	Group failed to identify solutions to the problem
Effective leadership strategies displayed	Leadership strategies were excellent and clearly evident within the presentation	Good leadership strategies were shown throughout the presentation	The leadership strategies shown were average throughout the presentation	The leadership strategies shown were fair and needed improvement	Leadership strategies were not mentioned within the presentation
Relation to the organization	The case study was related back to the organization effectively and exceeded expectations	The case study was related back to the organization at a good level	The case study was adequately related back to the organization	The case study was fairly related back to the organization but needed improvement	The case study failed to relate back to the organization
Professionalism	Group demonstrated professionalism throughout the presentation at an excellent level	Group demonstrated professionalism throughout the presentation at a good level	Group demonstrated average professionalism throughout the presentation	Group demonstrated professionalism at a fair level; needed improvement	Group failed to demonstrate professionalism throughout the presentation
Originality	Solution to the case study was creative, innovative and exceeded expectations	Solution to the case study showed good creativity and innovation	Solution to the case study showed average creativity and innovation	Solution to the case study showed fair creativity and innovation; needed improvement	Solution to the case study failed to show creativity or innovation
Addressed questions effectively	All questions were answered effectively and exceeded expectations	Most questions were answered effectively	Some questions were answered effectively	Attempted to answer questions but needed improvement in many areas	Did not answer questions
Totals					

Innovative Leadership					
	5	4	3	2	1
Concept	Business concept was presented at an excellent level as well as in a detailed manner	Business concept was presented at a good level	Business concept was presented at an average level	Business concept was fairly presented and insufficient	Business concept was not presented
Effectiveness Regarding Leadership Advancement	Leadership advancement was excellent and clearly evident within the presentation	Good leadership advancement was exhibited throughout the presentation	The leadership advancement exhibited was average throughout the presentation	Fair leadership advancement was exhibited but needed improvement	Leadership advancement was not mentioned within the presentation
Feasibility	Idea is great and can be easily and conveniently brought to fruition	Idea is good and can be brought to fruition with help	Idea is average and can be brought to fruition with moderate help	Idea is fair and will not be easily brought to fruition	Idea is not feasible
Mission and Vision Statement	Mission and vision statements were presented at an excellent level and their value to the business was evident	Mission and vision statements and their value to the business were presented well	Mission and Vision statements were presented briefly and their value to the business was average	Mission and vision statements were not presented thoroughly and their value to the business was fair	Mission and vision statements were not presented
Originality	Business idea was original and innovative	Business idea was original and innovative but there are some concerns	Business idea and innovation is at an average level	Business idea has little originality and innovation	Business idea is not original nor innovative
Professionalism	Group demonstrated professionalism throughout the presentation at an excellent level	Group demonstrated professionalism throughout the presentation at a good level	Group demonstrated average professionalism throughout the presentation	Group demonstrated professionalism at a fair level; needed improvement	Group failed to demonstrate professionalism throughout the presentation
Totals					

Innovative Business					
	5	4	3	2	1
Business Concept	Business concept was presented at an excellent level as well as in a detailed manner	Business concept was presented at a good level	Business concept was presented at an average level	Business concept was fairly presented and insufficient	Business concept was not presented
Mission and Vision Statement	Mission and vision statements were presented at an excellent level and their value to the business was evident	Mission and vision statements and their value to the business were presented well	Mission and Vision statements were presented briefly and their value to the business was average	Mission and vision statements were not presented thoroughly and their value to the business was fair	Mission and vision statements were not presented
Originality	Business idea was original and innovative	Business idea was original and innovative but there are some concerns	Business idea and innovation is at an average level	Business idea has little originality and innovation	Business idea is not original nor innovative
Feasibility	Idea is great and can be easily and conveniently brought to fruition	Idea is good and can be brought to fruition with help	Idea is average and can be brought to fruition with moderate help	Idea is poor and will not be easily brought to fruition	Idea is not feasible
Value Proposition	The value proposition exceeds expectations and is innovative. Will bring value to an organization	The value proposition is good and will bring value to an organization	The value proposition was mentioned and its importance to the business was average	The business's value proposition and its value to the organization were presented at a fair level	The business's value proposition was not presented
Key Resources and Partners	Key partners and resources were mentioned, and their value was explained at an excellent level	Key partners and resources were somewhat mentioned and their value to the business was at a good level	Key partners and resources were somewhat mentioned and their value to the business was not up to standards, at an average level	Key partners and resources were mentioned at a fair level	Key partners and resources were not mentioned

Cost Structure	Cost structure was excellent and included all necessary parts	Cost structure was good	Cost structure was of an average level	Cost structure was fair and needed work	Cost structure was not presented
Leadership	Leadership for the business was exceptionally displayed	Leadership was presented at a good level	Leadership was exhibited at an average level	Leadership was exhibited at a fair level	Leadership was not exhibited
Presentation/ Professionalism	Group excelled at presenting their business idea in a professional manner	Group demonstrated professionalism at a good level	Group demonstrated professionalism at an average level	Group's professionalism needed work	Group did not demonstrate professionalism
Totals					