CAMS Inventors Inc. Successful Investor Project
Final Group-Presentation Grading Guide

Business Viability	Exemplary	Good	Satisfactory	Unacceptable
	A (1)	**B (2)**	**C (3)**	**Fail**
Product	Product or service is clearly described. Its uniqueness or market niche is explained.	Product or service is clearly described.	Product or service is described in general terms.	Unclear or vague explanation of product or service.
Profitability	Rudimentary numerical analysis is provided to demonstrate how the business will make a desirable profit and stay in business.	The means by which the business will turn a profit and stay in business is clearly explained.	The opportunity for profitability and success is apparent, but it is not explicitly addressed.	It is not clear from the presentation that the business will be able to turn a profit or succeed.
Marketing Plan	A clearly articulated marketing plan is presented. The target audience is considered as is how the business will create a "need" for the product or service through advertising.	A marketing plan is explained.	A solid marketing plan is suggested but not clearly explained.	It is not clear from the presentation how the business will market its service or product.
Organization	The group describes each person's role and the structure of the business so that the way the business functions is clear.	The group states each person's job title and role in the business.	The business's organization is assumed but not explained. One or more roles may not be clear.	The roles and structure of the business are not explained. It seems disorganized, and the audience is not able to see how the business runs.

Social Conscience	Exemplary	Good	Satisfactory	Unacceptable
	A (1)	B (2)	C (3)	Fail
Concern for employees	The business demonstrates through no fewer than three specific benefits (other than the traditional ones) that it has set forth employee well-being as a business goal.	The business offers employees one or two specific benefits (again, other than the traditional ones).	The business mentions employee satisfaction as a business goal, but no specific benefits (other than the traditional ones) are articulated.	The business seems to focus more on profits than on employee well-being. No special benefits are mentioned.
Concern for community	The business demonstrates that the well-being of the community is a part of its business plan through financial and other specific actions.	The business demonstrates that it believes in the well-being of the community with financial support.	The business benefits the community in general, but no specific plan of community support is articulated.	The business has not considered the community in its business plan at all.
Concern for the environment	The business specifically addresses how it will be situated in the natural environment, either protecting or improving it.	The business explains how it will be situated in the natural environment and do no harm.	The business shows an awareness of the natural environment at a basic level.	The business ignores the natural environment and assumes the attitude that the environment is there to exploit for human gain.

Social Conscience	Exemplary	Good	Satisfactory	Unacceptable
	A (1)	B (2)	C (3)	Fail
Avoidance of excesses of McDonaldization/McWorld	The business demonstrates that it actively avoids the excesses of McDonaldization by offering two or more specific examples of how it will avoid the disadvantages of an overrationalized world.	The business gives one specific example of how it will avoid the disadvantages of an overrationalized world.	The business plan suggests that group members have thought about the pitfalls of McWorld, without any specific mention of actions to avoid these pitfalls.	The business participates in an overrationalized system that stunts creativity, curtails real choice, and dehumanizes employees and/or customers.

Presentation	Exemplary	Good	Satisfactory	Unacceptable
	A (1)	B (2)	C (3)	Fail
Professional appearance	All group members are dressed professionally (ties, dress shirt, slacks for men; corresponding level of formality for women) and are neatly groomed.	One or more group members are not dressed professionally, but the group projects a professional appearance as a whole.	Group members are neat and clean, but the group does not project a professional appearance.	Any one group member has a rumpled, unkempt appearance, or group members are wearing blue jeans, baseball caps, sandals, T-shirts, etc.

Clarity, organization, preparedness	The presentation is smooth, polished, and organized. It lasts twenty-five minutes (with five minutes for questions). Group members share the floor equally, and transitions are seamless.	The presentation flows smoothly. There may be some rough transitions from person to person or some difficulty with visuals. The presentation is twenty-five minutes long, but one or more group members seems rushed or runs out of time.	The presentation moves forward logically but roughly. Visuals may be disorganized. There may be a problem with the timing of the presentation. (It is too long or too short.) Some members may do much more of the talking than others.	A disorganized presentation makes it hard to understand. Not all group members speak. Visuals are messy or otherwise difficult to see. It is clear that the group did not put time in to preparing or rehearsing for the presentation.
Elocution (quality of speech)	All speakers speak deliberately and clearly, avoid distracting filler words, and make frequent eye contact. Notes or cards are used for cues only; they are not read.	All speakers are easily understood, but one or more members may speak a little too fast, use too many "uhs" or "likes," or read cues instead of speaking to the panel.	One or two group members may be difficult to understand because of rushed speech. The use of filler words and lack of eye contact may be distracting.	The entire group is difficult to understand because of rushed speech or inarticulate speech. Use of filler words and lack of eye contact is so distracting that it becomes annoying.
Group cohesion	The four group members demonstrate that each has done her or his part of the project and worked collaboratively to create and present the business plan to the panel.	The four group members demonstrate that each has done her or his part of the project, but there may not be specific evidence of collaborative effort.	It is apparent that the group met as a whole very little. The work seems to have been done by four individuals rather than a team.	It is apparent that the group had difficulty working together. Tension and frustration are apparent during the group's presentation.