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Manitoba High School Case Competition - Entrepreneurship Scorecard & Feedback

Team: _____

	Score
Problem Identification and Overall Understanding of Case Issues (5)	
Analysis (5)	
Decision Criteria, Alternatives & Recommendation (5)	
Implementation Plan (10)	
Q & A Session (5)	
Delivery, Slide Design, & Presentation (5)	
Total (35)	



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<i>Problem Identification and Overall Understanding of Case Issues</i>	Criteria	Comments
Outstanding 5	<ul style="list-style-type: none"> - Primary and secondary issues clearly identified, with clear context given. - Issues of critical importance above all else are specifically mentioned. - Critical insights into case are summarized succinctly and then discussed. - Identified all or 90%+ of the key issues. 	
Clearly Above Average 4	<ul style="list-style-type: none"> - Primary issues clearly identified. - Some secondary issues identified. - Case issues were summarized succinctly, but with some extraneous repetition. - Some insight in the key issues was identifiable, but not to a superior level. - Identified more than 75%+ of key issues 	
Average or Slightly Above Average 3	<ul style="list-style-type: none"> - Most primary issues identified but not adequately addressed. - Limited secondary issues identified and/or addressed. - Adequate discussion of case details, but there is limited critical understanding. - Identified 60%+ of key issues. 	
Below Average to Average 2	<ul style="list-style-type: none"> - Some issues are identified, but no precedence is given as to primary vs secondary problems. - Very little critical insight beyond repeating of case facts. - Identified 50%+ of key issues. 	
Clearly Below Average 1	<ul style="list-style-type: none"> - Primary issues not identified. - Secondary issues not identified. - Case facts simply repeated. - Identified less than 50% of key issues. 	

Additional Comments:



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Analysis	Criteria	Comments
Outstanding 5	<ul style="list-style-type: none"> - Internal analysis provides a thorough, comprehensive, and critical look at strengths and weaknesses of the company and entrepreneur. - External analysis provides a thorough, comprehensive, and critical look at the industry identified in the case study (including competitors), customer demographics, and other extrinsic considerations. 	
Clearly Above Average 4	<ul style="list-style-type: none"> - Internal analysis provides a solid and complete look at strengths and weaknesses of the company and entrepreneur. - External analysis provides a solid and complete look at the industry identified in the case study (including competitors), customer demographics, and other extrinsic considerations. 	
Average to Slightly Above Average 3	<ul style="list-style-type: none"> - Internal analysis mostly identifies strengths and weaknesses of the company and entrepreneur, but misses several aspects relevant to the case. - External analysis identifies some of the considerations related to the overall industry, competitors, customer demographics, and external considerations. 	
Average to Slightly Below Average 2	<p>Several key details are missing from both the external and internal analysis.</p>	
Below Average 1	<p>Very little detail in external or internal analysis.</p>	

Additional Comments:



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<i>Decision Criteria, Alternatives & Recommendation</i>	Criteria	Comments
<p>Outstanding 5</p>	<ul style="list-style-type: none"> - Decision criteria fully align with the unique nature of the case and problems identified. All or nearly all of the company's needs and/or inquiries are referenced. - All three alternatives are realistic and feasible. - Final recommendation is arrived at persuasively, creatively, and uniquely satisfies the decision criteria. 	
<p>Clearly Above Average 4</p>	<ul style="list-style-type: none"> - Decision criteria mostly align with the unique nature of the case and problems identified. Most of the company's needs and/or inquiries are referenced. - All three alternatives are realistic and feasible. - Final recommendation is arrived at with elements of persuasion, creativity, and mostly satisfies the decision criteria. 	
<p>Average to Slightly Above Average 3</p>	<ul style="list-style-type: none"> - Decision criteria is missing substantial alignment with the problems identified in the case. Several of the company's needs and/or inquiries are not referenced. - One or two of the alternatives identified are not at all realistic or feasible. - Recommendation is generally persuasive, but leaves questions unanswered. A lack of evidence, uniqueness, and creativity. 	
<p>Average to Slightly Below Average 2</p>	<ul style="list-style-type: none"> - Decision criteria does not align with the problems identified in the case. Very few of the company's needs and/or inquiries are referenced. - Recommendation is arrived at haphazardly without evidence or creativity. 	
<p>Below Average 1</p>	<p>Elements are completely missing from the presentation and/or are severely underdeveloped relative to the inquiries and/or needs of the company.</p>	

Additional Comments:



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Implementation	Criteria	Comments
<p>Outstanding 5</p>	<ul style="list-style-type: none"> - Comprehensive timeline and actionable plan that is closely tied to an elite recommendation. - Implementation is creative, unique, thorough, and addresses the company's needs and direct inquiries. - Very specific identification and implementation steps of elite key elements such as marketing plan, various financial considerations (revenues, expenses, profits, etc), risk mitigation, and overall strategy. 	
<p>Clearly Above Average 4</p>	<ul style="list-style-type: none"> - Comprehensive timeline and actionable plan that is closely tied to an above average recommendation. - Implementation is <i>mostly</i> creative, unique, thorough, and addresses the company's needs and direct inquiries. - Specific identification and implementation steps of <i>most</i> key elements such as marketing plan, various financial considerations (revenues, expenses, profits, etc), risk mitigation, and overall strategy. 	
<p>Average to Slightly Above Average 3</p>	<ul style="list-style-type: none"> - Some evidence of a realistic timeline and actionable plan that is tied to a reasonable recommendation. - Implementation is <i>somewhat</i> creative, unique, thorough, and <i>somewhat</i> addresses the company's needs and direct inquiries. - Specific identification and implementation steps of <i>some</i> key elements such as marketing plan, various financial considerations (revenues, expenses, profits, etc), risk mitigation, and overall strategy. 	
<p>Average to Slightly Below Average 2</p>	<ul style="list-style-type: none"> - Very little timeline or multi-step plan discussed. - Missing several key elements such as a market plan, financial consideration, risk mitigations, and lacking an overall strategy. 	
<p>Clearly Below Average 1</p>	<ul style="list-style-type: none"> - No real timeline or multi-step plan discussed. 	

Additional Comments:



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Q & A Management	Criteria	Comments
<p>Outstanding 5</p>	<ul style="list-style-type: none"> - Responses during Q & A are balanced and transitions between team members are smooth. - Answers are consistent with recommendations. - Team is creative and/or persuasive in their responses. - Team displays elite ability to “think on their feet”. 	
<p>Clearly Above Average 4</p>	<ul style="list-style-type: none"> - Most of the team participated in the Q & A period - Answers are consistent with recommendations. - Team is mostly convincing in their responses. - Team responds quickly with sufficient details. 	
<p>Average to Slightly Above Average 3</p>	<ul style="list-style-type: none"> - Most of the team participated in the Q & A period. - Answers are mostly consistent with recommendations. - Team is somewhat convincing and timely in their responses. 	
<p>Average to Slightly Below Average</p>	<ul style="list-style-type: none"> - Only one student participated in the Q & A And - Answers are largely inconsistent with recommendations. - There is substantial hesitation and confusion. 	
<p>Below Average 1</p>	<ul style="list-style-type: none"> - Team hesitates in attempting to answer questions. - Questions have not been answered accurately or consistently with recommendation provided. - Team members appear scattered and unprepared to defend their recommendations. 	

Additional Comments:



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<i>Delivery & Presentation</i>	Criteria	Comments
Outstanding 5	<ul style="list-style-type: none"> - Team is poised and confident to an elite level. - All members participated. - Clear voices, effective volume, pace, and tone. - Engaging body language. - Presentation is professional with minimal spelling/grammatical errors. - Logical flow of creatively-designed slides. - Presentation completed within time limit. 	
Clearly Above Average 4	<ul style="list-style-type: none"> - Team is generally poised and confident - All members participated. - Clear voices, effective volume, pace, and tone. - Evidence of attention to body language. - Presentation has few spelling/grammatical errors. - Logical flow of mostly creatively-designed slides. - Presentation completed within time limit. 	
Average to Slightly Above Average 3	<ul style="list-style-type: none"> - Team somewhat poised – somewhat nervous. - Most teammates participated. - Distracting body language. - Adequate volume & tone, pace is rushed or sluggish. - Slides are visually adequate and somewhat inspired. - Many grammatical/spelling errors in the slides. - Problems with sequential flow and slides are adequately designed. 	
Average to Slightly Below Average 2	<ul style="list-style-type: none"> - Team is nervous and distracted. - Volume & tone, pace, is rushed or sluggish. - Slides are visually adequate and somewhat inspired. - Many grammatical/spelling errors in the slides. - Problems with sequential flow and slide creation. 	
Below Average 1	<ul style="list-style-type: none"> - Team is nervous and lacks confidence. - All members did not speak. - Ineffective body language. - Ineffective volume, tone, pace. - Many grammatical/spelling errors in slides that distract from the presentation. 	

Additional Comments: