

Tennessee FFA Bull Pen CDE Rubric (Updated 1/6/20)

Categories and Points Possible:

Business, Product, or Idea—100

Presentation of Business, Product, or Idea and Business Plan—150

Business Plan—100

Total Points Possible: 250

Indicator	Very strong evidence of skill present 5-4 points	Moderate evidence of skill present 3-2 points	Strong evidence of skill not present 1-0 points	Points Earned	Weight	Total Points
Business, Product, or Idea						
Strategy for Business, Product, or Idea	Clearly evident what product or service is being provided. Need for business, product, or idea clearly shown. Uniqueness of product or service from other related products or services clearly shown.	Somewhat evident what product/service is being provided. Need for business, product, or idea somewhat shown. Uniqueness of product or service from other related products or services somewhat shown.	Unclear what product/service is being provided. Need for business, product, or idea not clearly demonstrated. Uniqueness of product or service from other related products or services not shown.		X 10	
Costs Associated (Cost of Production and Pricing)	Includes the pricing structure and explains why/how these prices were determined.	Includes the pricing structure by does not explain how the prices were determined.	Does not provide complete pricing structure; some products or services are missing.		X 6	

			No rationale for the pricing strategy is given.			
Feasibility	Based on cost structure and business strategy, this business, product, or idea is realistic and feasible.	Based on cost structure and business strategy, this business, product, or idea is somewhat realistic and feasible.	Based on cost structure and business strategy, this business, product, or idea is unrealistic and not feasible.		X 4	
Presentation of Business, Product, or Idea and Business Plan						
Narrative of Presentation and Communication Skills	Clear and compelling narrative that seamlessly integrates all necessary financial concepts, business strategy, and product information. Visual presentation materials are effective and impactful. Speaks with confidence, presence, poise, and eye contact. If a pair, both members present equally.	A narrative that integrates some financial concepts, business strategy elements, and product information. Visual presentation materials are mostly effective and relevant. Some problems with pauses, pacing, and/or eye contact and language. If a pair, one member took a more active role in the presentation than the other.	No clear narrative or demonstration of financial concepts, elements of a well-thought out business strategy, or product information. Visual presentation materials are sloppy and ineffective. Reads from notes, rarely looks at audience; has problems with pronunciation and and/or very low level of grammar is used. If a pair, one member dominated the presentation.		X 10	
Impact on Ag Economy	Clearly evident that a positive impact on the economy of the ag industry will occur as a result of this product or service.	Somewhat evident that a positive impact on the economy of the ag industry will occur as a result of this product or service.	Not evident that a positive impact on the economy of the ag industry will occur as a result of this product or service.		X 8	

Informative Video	Video displays the product being used or the business in action in a well-edited, creative manner.	Video is of average quality and somewhat demonstrates the business or utility of the product.	Video is of low quality and does not demonstrate the usefulness of the product or business.		X 2	
Question and Answers	Knowledge is evident and provides a clear, concise, well-thought out answer to all questions. Student(s) are able to defend the valuation of the company.	Provides answers that are somewhat unclear and at times does not answer the question directly. Student(s) are somewhat able to defend the valuation of the company.	Seems caught off guard by questions and either does not answer the question or provides a rambling answer. Students are not able to defend the valuation of the company.		X 10	
Business Plan						
Budget and Financing	A clear budget of all start-up costs, product costs, and calculations for a reasonable return on investment are accurate, realistic, and accurately categorized.	A budget of most start-up costs, product costs, and calculations for a reasonable return on investment are mostly accurate, realistic, and categorized.	An incomplete budget of start-up costs, product costs, and inaccurate calculations for return on investment are presented.		X 10	
Feasibility and Scaling	Short- and long-term business goals are attainable and time bound. Clearly identified target market includes appropriate demographics. Business plan overall	Short- and long-term business goals are somewhat attainable and may not be time bound. Target market is somewhat identified and includes no relevant demographics. Business plan is somewhat realistic and feasible.	Business goals are not attainable or not present. Target market is not identified. Business plan is not realistic or feasible.		X 10	

	seems very realistic and feasible.					
			TOTAL			