

## Tennessee FFA Bull Pen CDE Rubric (Updated 2/4/22)

Chapter Name \_\_\_\_\_

Categories and Points Possible:

Business, Product, or Idea—200

Presentation of Business, Product, or Idea and Business Plan—100

Business Plan—100

Total Points Possible: 400

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
<b>Business, Product, or Idea- 200 Points</b>						
Business, Product, or Idea	Business/ product is unique, impactful, and useful. 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.	Business/ product is somewhat unique, impactful, and useful. 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.	Business/ product is not unique. 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.	5	X 20	100

Impact on Ag Economy	Clearly evident that a positive impact on the Tennessee agricultural economy will occur as a result of this product or service.	Somewhat evident that a positive impact on the Tennessee agricultural economy will occur as a result of this product or service.	Not evident that a positive impact on the Tennessee agricultural economy will occur as a result of this product or service.	5	X 10	50
Feasibility	This business, product, or idea is realistic and feasible.	This business, product, or idea is somewhat realistic and feasible.	This business, product, or idea is unrealistic and not feasible.	5	X 10	50
<b>Presentation of Business, Product, or Idea and Business Plan- 100 Points</b>						
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.	5	X 12	60
Question and Answers	Knowledge is evident and provides a clear, concise, well-thought	Provides answers that are somewhat unclear and at times does not	Seems caught off guard by questions and either does not answer the	5	X 6	30

	out answer to all questions.	answer the question directly.	question or provides a rambling answer.			
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.	5	X 2	10
<b>Business Plan- 100 Points</b>						
Introduction and Overview	Provides adequate, but brief background of the business. Clearly states the objectives to be addressed by the plan. Clearly establishes a strong need for the business. Describes how the business will benefit Tennessee agriculture.	Provides only partial, incomplete background of the business. Objectives are unclear. Need for the business is not clearly stated or is not well established. Does not clearly describe how the business will benefit Tennessee agriculture.	Introduction section is missing or incomplete. Background of the business is not well defined or is missing. Objectives are missing. Need for the business is missing. Benefit to Tennessee agriculture is missing.	5	X 1	5
Audience	Clearly describes who the business is targeting. Detailed demographics of target audience(s) are included.	Who the business is targeting is not well defined. Only partial demographics of target audience(s) are included	Description of audiences is missing or incomplete. Who the client is targeting with the business is not stated.	5	X 1	5
Strategic Plan	Short- and long-term business goals are attainable. Strategic plan clearly explains how the objectives will be met. Business plan	Short- and long-term business goals are somewhat attainable. Strategic plan is vague as to how the objectives will be met. Business	Business goals are not attainable or not present. Strategic plan is unclear as to how the objectives will be met. Business plan is not realistic or feasible	5	X 14	70

	overall seems very realistic, feasible, and demonstrates an impact on the Tennessee agriculture economy. Includes plans to take advantage of statewide marketing initiatives.	plan is somewhat realistic, feasible, and demonstrates somewhat of an impact on the Tennessee agriculture economy. Business plan vaguely describes plans to participate in statewide marketing initiatives.	and does not demonstrate an impact on the Tennessee agriculture economy. Business plan does not include plans to participate in statewide marketing initiatives.			
Costs Associated	Clearly details and explains all costs associated with the business. Clearly explains how/why amount allocated to each component was determined.	All costs associated with implementing the business plan are not well explained or some are missing. Explanation of how/why amount allocated to each activity was determined is incomplete or unclear.	Budget and justification are missing. Few costs associated with implementing the business plan are explained. No explanation of how/why amount allocated to each activity was determined.	5	X 1	5
Conclusion	Clear and well-articulated final summary of key points related to strategic plan is provided.	Final summary of key points related to strategic plan is incomplete or not well stated.	Conclusion is missing. Final summary simply restates introduction and/or overview.	5	X 1	5
Spelling, Grammar, and Formatting	The plan contains no more than five spelling or grammatical errors. If any sources have been referenced, proper citations have been used. The plan is	The plan contains more than five spelling or grammatical errors. Citations, if needed, have been cited correctly. The plan is	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted appropriately.	5	X 1	5

	formatted according to the handbook.	formatted according to the handbook.				
Appendices	Thoughtful, well-designed, well-written, and relevant documents provided.	Examples provided are only somewhat relevant to plan objectives.	Poor quality of documents provided; poorly designed or contain many errors.	5	X 1	5
			TOTAL			