

## Tennessee FFA Bull Pen CDE Rubric

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<br>5-4 points   | Moderate evidence of skill present<br>3-2 points  | Strong evidence of skill not present<br>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  |  |
| <b>Presentation of Business, Product, or Idea and Business Plan</b> |  |  |  |  |      |  |
| Narrative of Presentation   | Clear and compelling narrative that seamlessly integrates all necessary financial concepts, business strategy, and product information. Visual presentation materials are effective and impactful. | A narrative that integrates some financial concepts, business strategy elements, and product information. Visual presentation materials are mostly effective and relevant. | 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. |  | 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 2  |  |
| Communication Skills  | Speaks with confidence, presence, poise, and eye contact. Excellent use of grammar enhances the entire presentation. If  | Some problems with pauses, pacing, and/or eye contact and language. Includes grammar that is average. If a pair, one member took a more active role                        | 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   |  | X 8  |  |

|                         |   |  |  |       |      |  |
|-------------------------|---|--|--|-------|------|--|
|                         | a pair, both members participate equally.   | in the presentation than the other.  | member dominated the presentation.   |       |      |  |
| Question and Answers    | Knowledge is evident and provides a clear, concise, well-thought out answer to all questions.   | Provides answers that are somewhat unclear and at times does not answer the question directly.   | Seems caught off guard by questions and either does not answer the question or provides a rambling answer.                     |       | X 10 |  |
| <b>Business Plan</b>    |   |  |  |       |      |  |
| 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 seems very realistic and feasible. | 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 |  |
|                         |   |  |  | TOTAL |      |  |