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|  | **Expert Entrepreneur (5 pts)** | **Skillful Entrepreneur (4 pts)** | **Capable Entrepreneur (3 pts)** | **Amateur Entrepreneur (2 pts)** | **Beginner Entrepreneur (1 pt)** |
| **Creativity**  Uniqueness of idea | The students created a very original idea or put a fantastic twist on an existing concept. It is a unique and exciting idea. | The students created an original idea or put a new twist or put a new twist on an existing concept. It is a very interesting idea. | The students created a product, but there are already similar products on the market. The idea is attractive, but not new. | The students’ product is very similar or identical to current products on the market. | The student’s product is very common and is not unique in any way. |
| **Intended Use**  Why do people need your product? What will people use it for? | Clear, detailed and in-depth explanation of how the product will be used and how it will work. | Detailed explanation of how the product will be used and how it will work. | Minimal explanation of how the product will be used and how it will work. | Unclear and/or vague explanation of how the product will be used and how it will work. | No explanation of how the product will be used or how it will work. |
| **Visual Representation**  Drawing, model, sketch, etc… | Elaborate and attractive representation with clearly labelled parts. Has gone above and beyond with project. | Attractive representation with clearly labelled parts. | Representation has most of the parts included/explained. | Simple representation of project. Missing components and showing minimal effort. | No visual representation. |
| **Presentation of Information**  How are you presenting your information? Is it interesting? | The format for presenting information is appropriate and creative. Students are very engaged with the product. Presentation includes information on all necessary components. | The format for presenting information is appropriate and creative. Most students are engaged with the product. | The format for presenting information is appropriate and somewhat creative, somewhat engaging, and includes most of the required components. | The presentation format makes some sense. The presentation is not as creative as it could be. Missing some components. | Missing presentation or lacking many key components. |
| **Effort/Neatness** | Evidence of great effort and time put into the project. Work is extremely neat and easy to follow/understand. | Evidence of effort put into the project. Work is generally neat and clear. | Evidence of effort put into the project. Work is a bit untidy. | Some evidence of effort, but needs more work. Work is a bit untidy and not easy to follow. | Very little evidence of effort. Work is unclear and messy. |