

North Attleborough Business Accelerator Evaluation Rubric

EVALUATION CRITERIA	WEIGHT	Poor / Lacking Info / Inadequate	Sufficient / Guidelines Somewhat Met	Proficient / Expectations Met	Advanced / Exceeds Expectations	Total	
		1	2	3	4	UNWEIGHTED	WEIGHTED
<p>Introduction and Executive Summary Provides a concise, through overview and effectively outlines main points of the plan/concept.</p>							
<p>Business Description Business idea is clearly conveyed. Detailed reason for launch, upgrades, expansion, description of services or products offered are explained in detail. Additionally, the company/organization vision, mission, values, and focus are provided.</p>							
<p>Industry Analysis Identifies industry size, segments, maturity, trends, and outlook; details possibilities, threats, and potential barriers in the marketplace. Target market and consumer demographics are defined. Competitive and unique advantages provided.</p>							
<p>Management Plan Defined form of business ownership, rationale for choice. Provides organizational chart with member names, roles, and qualifications. Additional stakeholders and solicited professionals identified and defined.</p>							
<p>Marketing Plan Overall marketing strategy clearly conveyed, and budget provided. Pricing distribution, promotion, advertising, media plan, public relations, sales, and sales management plans provided.</p>							
<p>Operational Plan Human resources, facilities, and technology infrastructure needs outlined and addressed. Logistics and distribution needs identified. Implementation timetables and progress monitoring process provided.</p>							
<p>Financial Plan Comprehensive financial reports included. Identified any other sources of financing. Provide sales forecasts, income projections, pro-forma financial statements, break-even analysis and capital budget. Outlines specific plan for NABA funds if selected.</p>							
<p>Community Impact Outlines direct and indirect economic impact (jobs, spending, tax revenues, tourism, 2nd and 3rd order impacts). Identify impacts on community development, quality of life, and/or promotion of local culture. Identifies any local environmental impact.</p>							
TOTALS							

RUBRIC SCORING METHODOLOGY	WEIGHTING RATIONALE AND BENEFITS
<p>4 - Advanced / Exceeds Expectations 3 - Proficient / Expectations Met 2 - Sufficient / Guidelines Somewhat Met 1 - Poor / Lacking Info / Inadequate 0 – Missing / Required – Not Present</p>	<ul style="list-style-type: none"> • Prioritization: Prioritizes the importance of each criterion based on their relative significance allowing for a structured approach ensuring that more critical factors receive greater consideration and influence the final decision. • Objective Decision-Making: Removes subjectivity through quantifiable measures of importance and provides an evaluation framework reducing the likelihood of decisions being driven solely by personal preferences or opinions. • Consistency: Promote consistency in decision-making processes. By using predetermined weights, decision-makers can reach more consistent conclusions. This consistency enhances transparency and understanding of decision outcomes. • Aligning with Town Goals: Aligns choices with the overall goals and objectives of the Town and directly contributes to objectives and outcomes desired by the Town. • Effective Resource Allocation: Helps optimize resource allocation by focusing on factors that have the most significant impact on desired outcomes. By assigning higher weights to criteria related to cost, efficiency, or effectiveness, decision-makers can make informed choices that maximize the use of available resources. • Enhanced Decision Transparency: Makes the decision processes transparent and easier to communicate providing a clear rationale for decision outcomes. • Flexibility and Adaptability: Criteria can be adjusted to reflect changing circumstances or priorities. Adaptability ensures that decisions remain relevant and responsive to changing needs or conditions.
<ul style="list-style-type: none"> • Scores of 4 indicates that the materials presented complete, correct, error-free and demonstrates an understanding of the topic and materials that exceeds expectations or shows and advanced comprehension. • Scores of 3 indicates the materials present are complete and generally free of errors and demonstrate a strong working knowledge of the subject material. • Scores of 2 indicate that the materials presented are adequate regarding the topic. Informational and calculation errors are present but do not detract from the outcome. • Scores of 1 indicated that the submission is inadequate, incomplete, lacking information and presenter was unable to answer questions and demonstrate the appropriate knowledge or experience. 	

SAMPLE WEIGHTED DECISION-MAKING RUBRIC

	WEIGHT	Poor / Lacking Info / Inadequate 1	Sufficient / Guidelines Somewhat Met 2	Proficient / Expectations Met 3	Advanced / Exceeds Expectations 4	TOTAL	
						UNWEIGHTED	WEIGHTED
Introduction and Executive Summary	1		2			2	2
Industry Analysis	1			3		3	3
Financial Plan	3			3		3	9
Community Impact	2				4	4	8
					TOTAL	12	22