

Criteria	Exceeds	Meets	Below	Not Understood	Not Demonstrated
<b>Communication: Structure a logical argument and develop clear paragraph structures</b>	10 points	7.5 points	5 points	2.5 points	0 points
	Introduction orients and contextualizes the reader to the subject of the document and clearly defines the document's objectives. Central message is clear, consistent and interesting. Grammar and sentence structure has been well-groomed. Conclusion is engaging and thoroughly explores the issues, implications and significance of the subject.	Introduction orients the reader to the subject of the document. Central message is clear and consistent throughout the text. Conclusion is clear, unexaggerated and without unnecessary extra text.	Introduction minimally orients the reader to the subject of the document. Central message can be deduced but is not explicitly stated or reinforced. Conclusion is vague.	Introduction doesn't orient the reader to the subject of the document. Multiple inconsistent messages throughout the text.	No Introduction. No conclusion. No central Message.
	40 points	30 points	20 points	10 points	0 points
<b>Analysis: Validation</b>	A clear effort to describe all core assumptions is provided and a creative, quick and cheap way of verifying the riskiest assumption is clearly demonstrated and described.	Core assumptions are well described and verification of riskiest assumption is well performed using a quick and cheap method.	A minimum number of core assumptions is provided and verification of riskiest assumption is vague.	Description of core assumptions is weak and verification of riskiest assumption is unrealistic or missing key information.	No description of core assumptions and verification of riskiest assumption is provided.
	40 points	30 points	20 points	10 points	0 points
<b>Investigation: Business Model</b>	Justification for the chosen business model is clear and well thought out. The business model canvas perfectly articulates and defines all relevant and important information such as how, what, who and how much.	Business model is well justified and includes basic information on all important aspects of the business model canvas such as how, what, who and how much.	Business model is vaguely justified and does not include all important information on the business model canvas such as how, what, who and how much.	Business model is not justified or unrealistic and missing key information.	No business model has been developed.
	10 points	7.5 points	5 points	2.5 points	0 points
<b>Life-long Learning: Transfer of knowledge</b>	Makes explicit reference to previous work and clearly demonstrates and further develops previously learned knowledge and skills through its application to the latest work.	Makes reference to previous work and demonstrates the application of previously learned knowledge and skills to latest work.	Makes reference to previous work and attempts to apply previously learned knowledge and skills to latest work.	Makes vague reference to previous work, but does not apply previously learned knowledge and skills to latest work.	Makes no attempt to incorporate previous project work.
<b>Overall Score</b>	Exceeds 100 or more	Meets 75 or more	Below 50 or more	Not understood 25 or more	Not demonstrated 0 or more
	Perfect Score	Corresponds to B+ or higher, but not perfect	Corresponds to D or higher	Poor	Not acceptable