## CRITERIA | >90% (Exemplary) | 80-90% (Proficient) | 70-80% (Fair) | <70% (Poor) | SCORE
---|---|---|---|---|---
**Executive Summary**
Provides a succinct summary of the report without the details. It gives a brief but complete description of the product, highlights the advantages, provides key details such as shelf-life, nutritionals, cost, packaging, and selling points.

Provides an adequate summary but some details may be missing and others may be overemphasized.

Poorly written, does not summarize the report adequately.

Summary is far from adequate.

**Product Description**
Product description provides a clear and detailed explanation of what the product is, its value proposition, and meets specific client needs.

Product description provides a somewhat clear explanation of what the product is, how it meets specific client needs, and the value proposition.

Product description is incomplete, provides a vague explanation of what the product is, unsatisfactorily meets the client need.

Product description is very vague, far from complete, and does not address client needs.

**Congruence with theme**
Product idea is perfectly congruent with assigned product theme. Explanation of how product addresses assigned theme is provided.

Product idea is congruent with assigned product theme. It will create some value to the client.

Product idea is somewhat congruent with assigned product theme and doesn’t add much value to the client.

Product idea is unrelated to assigned product theme. It will not create any value to the client.

**Originality of Product**
Product is original. There is no other product like it on the market.

Product is mostly original but based on modifications of existing product.

Product represents only minor modifications of an existing product.

Product is a copy of an existing product.

**Competitive Framework**
Competitive framework is comprehensive, competitive products are identified and benefits/advantages of product over competition is obvious.

Competitive framework is somewhat comprehensive, competitive products are identified and benefits/advantages of product over competition is somewhat obvious.

Competitive framework is not comprehensive, competitive products are not clearly identified and benefits/advantages of product over competition is unclear.

Competitive framework is not comprehensive, competitive products are not identified and there are no benefits/advantages of product over competition.

**Consumer response**
Consumer testing indicates a high level of interest.

Consumer testing indicates reasonable interest.

Consumer testing indicates some interest in the product.

Consumer testing reveals little to no interest.

**Feasibility of Product**
Product and preparation is clearly and immediately feasible.

Product and preparation is somewhat feasible.

Product and preparation is not quite feasible, there are major challenges.

Product and preparation is clearly not feasible.

**Product Formulation and Specifications**
Product recipe clearly lists, in order of use, all ingredients used in the product, accurate explanations of the specific functions (based on physical, chemical, or biological properties) of all product ingredients, and detailed nutritionals.

Product recipe clearly lists all ingredients used in the product, reasonable, but general, explanations of the functions (based on physical, chemical, or biological properties) of all ingredients and nutritionals.

Product recipe provides and incomplete list of the ingredients used in the product, incomplete or incorrect explanations of the ingredient functions, or incomplete or unclear procedures.

The list of ingredients, explanations of ingredient functions, or instructions for preparation are missing or show little effort. Nutrition label is missing or
| **Processing, safety and shelf life** | The process of manufacture is described in detail with a logical flow chart and equipment and conditions specified. Specific storage conditions (based on physical, chemical, and biological properties of product and package) are specified. The factors that will affect shelf-life and methods to measure shelf-life are accurate and explained clearly. A reasonable estimate of product shelf-life and a complete food safety plan is provided. | The process of manufacture is described but some details are missing. General storage conditions (based on physical, chemical, and biological properties of product and package) are specified. The factors that will affect shelf-life and measurement methods are somewhat accurate. The food safety plan is mostly complete. | The process of manufacture is sketchy and many details are missing. General storage conditions are specified. An inaccurate estimate of product shelf-life is provided. Factors that affect shelf-life are not accurate. Food safety plan has inaccurate information or is missing significant details. | The process of manufacture is incomplete. Storage plan is missing or shows little effort. Shelf-life aspects are inaccurate or missing. The food safety plan is flawed. |
| **Financial Feasibility** | Revenue model is detailed, justified and clearly shows financially viability. Pricing is accurate, fits the specified budget and is clearly explained. | Revenue model has most details, somewhat justified and shows financially viability. Pricing is more or less accurate, almost fits the specified budget and has some explanation. | Revenue model shows major challenges to financial viability. Pricing is not accurate, the budget has problems and/or explanations are lacking. | The product is clearly not financially viable. |