



## Marking Scheme for Business Proposal Evaluation

Each proposal will be evaluated based on five objective criteria, with a maximum score of 20 points per category. The total possible score is **100 points**.

Criteria	Description	Score Range (0–20)
<b>1. Creativity and Innovation</b>	How original and innovative is the business idea? Does it show fresh thinking and creativity in addressing the identified need?	___ / 20
<b>2. Research Quality</b>	Does the proposal demonstrate a clear understanding of the need or problem? Is there research or evidence (such as data) to support the idea?	___ / 20
<b>3. Feasibility Study Clarity</b>	Is the feasibility study clear and logical? Are any financial projections realistic and well-explained?	___ / 20
<b>4. Proposal Quality</b>	Would a local authority, government department or investor be likely to support this proposal?	___ / 20
<b>5. Presentation Skills</b>	Is the written proposal well-organised, professional, and easy to understand? Does it effectively communicate the business idea?	___ / 20

## Scoring Guidelines for Each Criterion

To ensure consistent scoring, judges can use the following scale:

Score	Description
<b>0–5</b>	Minimal effort, unclear, or lacks key elements.
<b>6–10</b>	Basic effort, some strengths but with noticeable gaps or weaknesses.
<b>11–15</b>	Good effort, meets most expectations, with minor gaps or room for improvement.
<b>16–20</b>	Outstanding work, exceeds expectations, thoroughly addresses all aspects of the criterion.

## Final Score and Feedback

At the end of the evaluation, judges will:

1. **Calculate the total score** (out of 100).
  2. **Provide constructive feedback** on strengths and areas for improvement.
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## Example Scoring Table

Criteria	Score (0–20)	Comments
Creativity and Innovation	—	Example: "The idea is unique and addresses a real need, but more details about its novelty would help."
Research Quality	—	Example: "Good research, but some additional local data would strengthen the case."
Feasibility Study Clarity	—	Example: "The financial projections are realistic, but the study could be more detailed."
Proposal Quality	—	Example: "A local authority would be very likely to back this proposal if the project could generate matching funding."
Presentation Skills	—	Example: "The proposal is well-written and professional but could include visuals or charts."
Total Score (out of 100):	—	

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This marking scheme ensures transparency, fairness, and actionable feedback, helping students understand how their work is assessed and how they can improve in the future.