

PART A · Business Canvas Project Deliverables (Unit 1)

#	CRITERION	EMERGING (1)	DEVELOPING (2)	PROFICIENT (3)	DISTINGUISHED (4)	SCORE
1	Customer Problem Identification <i>Skill 2.A · Topic 1.1.A</i>	Identifies a problem with limited explanation or weak real-world context	Identifies and describes a real-world problem with some evidence of hypothesis testing or research	Identifies and explains a real-world problem; describes its significance and affected stakeholders; conducts hypothesis testing.	Identifies and explains a real-world problem; analyzes significance and affected stakeholders; demonstrates explicit hypothesis testing supported by research	
2	Product and Solution Idea <i>Skill 2.A, 2.C · Topic 1.1.A to B</i>	Solution is loosely connected to the problem or customer value is unclear	Describes a solution that addresses the problem and provides customer value	Applies entrepreneurial design thinking to develop a solution; explains customer value and describes the hypothesis testing used to refine it	Applies entrepreneurial design thinking to develop and justify a solution; clearly explains customer value and hypothesis testing	
3	Market and Competitive Advantage <i>Skill 2.C, 3.A · Topic 1.2, 1.1C, 3C</i>	Limited understanding of market or competition	Identifies target market and competitors with some analysis	Identifies a target market and competitors; includes a competitive advantage	Analyzes target market and competitors; evaluates competitive advantage and differentiation strategy	
4	PESTEL and External Environment <i>Skill 3.A · Topic 1.3</i>	Lists PESTEL factors with limited explanation	Identifies and explains relevant PESTEL factors	Identifies and explains relevant PESTEL factors, and includes some relevant implication on the business	Explains and analyzes PESTEL factors and evaluates impact on business viability	
5	Vision and Mission <i>Skill 1.A, 1.C, 5A · Topic 1.5</i>	Mentions mission or vision with limited clarity	States mission or vision, with partial alignment to goals	Clearly states mission and vision statements aligned to goals	Articulates and evaluates mission and vision statements aligned to goals; explains implications to decision-making	
6	Production and Supply Chain Plan <i>Skill 1.A, 1.C · Topic 1.8</i>	Basic or incomplete explanation of supply chain	Describes supply chain process with little explanation attention to efficiency or ethics	Describes supply chain with attention to efficiency and ethics	Explains and analyzes production and delivery process with ethical and efficiency considerations	

PART B: Business Canvas Project Pitch (Unit 1)

#	CRITERION	EMERGING (1)	DEVELOPING (2)	PROFICIENT (3)	DISTINGUISHED (4)	SCORE
7	Communication of the Business Canvas <i>Skill 4.A, 4.B</i>	Presentation is unclear. Key canvas elements are missing or hard to follow.	Presentation covers the canvas elements but pacing, structure, or clarity is uneven.	Presentation is clear, well paced, and covers all canvas elements with appropriate emphasis.	Presentation is polished, well structured, and visibly tailored to a local business-owner audience.	
8	Team Collaboration <i>Skill 5.A to 5.D · Topic 1.7</i>	Canvas elements feel disjointed. No evidence of shared objectives or role distribution.	Canvas is coherent overall but division of labor or shared objectives are unclear.	Canvas is coherent across components. Team objectives and role differentiation are visible in the work.	Canvas reflects highly integrated team work. Each member's contribution is visible and the whole is greater than the parts.	
9	Engagement and Delivery <i>Skills 4.A, 4.B</i>	Delivery is unclear or difficult to follow; limited audience engagement.	Delivery is generally clear but pacing, confidence, or audience engagement is inconsistent.	Speakers communicate clearly and confidently; delivery is professional, engaging, and well-paced.	Delivery is polished, compelling, and highly engaging; speakers communicate with confidence and purpose appropriate to a business audience.	
10	Problem Definition <i>Skill 2.A · Topic 1.1.A</i>	Problem is vague or lacks sufficient explanation or supporting evidence.	Identifies a relevant real-world problem with some supporting research or testing.	Clearly identifies and explains a significant real-world problem and provides evidence from research or hypothesis testing.	Clearly establishes a significant customer problem and uses compelling evidence from research or hypothesis testing to demonstrate why the problem matters and to whom.	
11	Solution and Value Proposition <i>Skills 2.A, 2.C · Topic 1.1.A–B</i>	Solution loosely connects to the problem or customer value is unclear.	Describes a solution that addresses the problem and provides some customer value.	Explains a solution that directly addresses the problem and clearly articulates the value provided to customers.	Persuasively demonstrates strong problem-solution fit and clearly explains why the proposed solution creates meaningful value for the customer.	
12	Market and Competitive Advantage <i>Skills 2.C, 3.A · Topic 1.2</i>	Demonstrates limited understanding of the market or competition; differentiation is unclear.	Identifies the potential customer and competitors and provides some explanation of differentiation.	Explains the potential customer and competitive landscape and how the business differentiates itself.	Can clearly articulate competitors in the landscape and defend a meaningful competitive advantage.	

STAGE 1 SCORE:

Business Canvas: ____ / 24 Business Canvas Pitch: ____ / 24 TOTAL: ____ / 48

Scaled Score: (Total ÷ 48) × 100 = ____ / 100