

**Knowledge of the Marketplace Rubric**

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| Elements | Weight | 5 Points | 4 Points | 3 Points | 2 Points | 1-0 Points | Total |
| **Existing Solutions and Competitive Products** |  | Relevant, current research is used to effectively identify existing solutions and competitive products or systems. The following five questions are clearly answered:   * Who/what are your major competitors? * On what basis do you compete? * How do you compare? * Who are potential future competitors? * What are the barriers to entry for new competitors? | Relevant, current research is used which somewhat effectively identifies existing solutions and competitive products or systems. The five questions are adequately addressed. | Current research is used but it does not effectively identify existing solutions and/or competitive products or systems. Some of the five questions are not addressed or answers are inadequate. | Little acceptable research is presented. Few existing solutions and/or competitive products are presented. Few of the five questions are not addressed or answers are inadequate. | Little to no real solutions or competitive products are presented. No attempt to address five questions. |  |
| **The Market** |  | A graphic organizer is included that clearly identifies users and buyers. The potential target market is clearly and accurately identified and described. A reasonable estimate of the total available market is presented and clearly explained. | A graphic organizer is included that adequately identifies users and buyers. The potential target market is adequately identified and described with a minimum of age, income, education, and geographic location. A reasonable estimate of the total available market is presented and adequately explained. | A graphic organizer is included but does not adequately identify users and buyers. The potential target market is identified but descriptive information is missing. A reasonable estimate of the total available market is presented but is not adequately explained. | A graphic organizer is included but does not adequately identify users and buyers. The potential target market is identified but descriptive information is missing. An estimate of the total available market is presented but is not reasonable or adequately explained. | No graphic organizer is presented. The target market is not identified. The total available market is not presented. |  |
| **Justification** |  | The justification paragraph clearly and concisely states all of the key points and presents a good argument for development of the product. | The justification paragraph includes most of the key points and presents a reasonable argument for development of the product. | The justification paragraph states some of the key points and provides an argument for the development of the product but does not fully justify development. | The justification paragraph includes a discussion of a few key points but does not justify development of the product. | No justification for product development is presented. |  |
| **Organization** |  | The report content has been organized using the appropriate method. The required information is easy to locate within the report. | The report content has been mostly organized using the appropriate method, but some flaws exist. The required information is generally easy to locate within the report. | The report content has been somewhat organized using the appropriate method, but flaws exist. The required information is not easy to locate within the report. | The report content is disorganized. The required information is difficult to locate within the report. | The report shows no evidence of having been effectively organized. |  |