



## Jump Start Jefferson Judge's Sheet

Student: \_\_\_\_\_

Business Name: \_\_\_\_\_

\_\_\_\_\_ **Attendance** (15 points)

- The student attends week 1 (2.5 points)
- The student attends week 2 (2.5 points)
- The student attends week 3 (2.5 points)
- The student attends week 4 (2.5 points)
- The student attends week 5 (2.5 points)
- The student attends week 6 (2.5 points)

\_\_\_\_\_ **Mentor Connection** (5 points)

- The student must meet with their assigned mentor and utilize their services

\_\_\_\_\_ **Organization:** the plan includes: (10 points)

- A greeting/introduction
- A brief overview of the business
- A review of each template topic
- A summary of the financials

\_\_\_\_\_ **Marketing Plan** (20 points)

- The student identifies the target audience with specific characteristics
- The student outlines a detailed plan to reach their target audience
- The student has a realistic view of the competitive environment

\_\_\_\_\_ **Financials:** the student understands and explains clearly (20 points)

- Start-up costs
- The revenue-stream
- Profit
- Pricing strategy and objectives
- Completed financial statement

\_\_\_\_\_ **Business Pitch:** the student is able to: (30 points)

- Present the plan with minimal use of notes
- Use PowerPoint Presentation effectively (if applicable)
- Show a depth of knowledge
- Retain their composure under pressure
- Answer questions effectively

\_\_\_\_\_ **TOTAL POINTS** (out of 100 points)