

**CAMS Inventors Inc. Successful Investor Project
Business-Plan Rubric**

Company name _____ / Period _____ Total score _____

Company members _____ / _____
 _____ / _____
 _____ / _____
 _____ / _____
 _____ / _____

Criteria	Weak 4	Moderately Weak 8	Average 12	Moderately Strong 16	Strong 20
Cover Sheet and Table of Contents					
Business Plan Description Market analysis Marketing/advertising Competition Pricing Management					
Financial Data Start-up budget Inventory-control system Loan application Capital equipment and supply list					
Supporting Documents Personal financial statement Licenses and other legal documents Résumés					
Miscellaneous Group cooperation Organization of project Neatness of plan Effectiveness of plan Grammar and spelling					