



National ProStart Invitational

Judging Rubric: Concept

Description of Concept

9-10	Includes all required elements Very easy to read and follow Tells complete story of concept
7-8	Includes all required elements Easy to read and follow Tells mostly complete story of concept
5-6	Includes most required elements Somewhat easy to read and follow Difficult to discern story of concept
3-4	Includes some required elements Somewhat difficult to read and follow Very difficult to discern story of concept
1-2	Missing several required elements Difficult to read and follow Unable to discern story of concept

SWOT Analysis

9-10	Includes all required elements Very easy to read and follow Demonstrates full understanding of concept and challenges
7-8	Includes all required elements Easy to read and follow Demonstrates adequate understanding of concept and challenges
5-6	Includes most required elements Somewhat easy to read and follow Demonstrates some understanding of concept and challenges
3-4	Includes some required elements Somewhat difficult to read and follow Demonstrates little understanding of concept and challenges
1-2	Missing several required elements Difficult to read and follow Does not demonstrate understanding of concept and challenges



Presentation Skills

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand

- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand

- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand

- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand

- 1 Unable to sell concept
Very difficult to hear or understand
Unable to discern story of concept

Q & A - Depth of Knowledge

- 5 Demonstrates full understanding of restaurant concept

- 4 Demonstrates adequate understanding of restaurant concept

- 3 Demonstrates some understanding of restaurant concept

- 2 Demonstrates little understanding of restaurant concept

- 1 Does not demonstrate understanding of restaurant concept



National ProStart Invitational

Judging Rubric: Menu

Matches Concept

- | | |
|---|---|
| 5 | Fully matches and enhances concept
All menu items support concept
Very good sample of appropriate menu mix |
| 4 | Matches and enhances concept
Most menu items support concept
Good sample of appropriate menu mix |
| 3 | Stretches to match and/or enhance concept
Some menu items support concept
Incomplete sample of appropriate menu mix |
| 2 | Does not match or enhance concept
Few menu items do not support concept
Lacking sample of appropriate menu mix |
| 1 | Does not match or enhance concept
Menu items do not support concept
Lacking sample of appropriate menu mix |

Description of 12 Items

- | | |
|---|---|
| 5 | Complete descriptions of all menu items
Descriptions are well thought out
Descriptions are inviting and sell the items |
| 4 | Mostly complete descriptions of all menu items
Descriptions are somewhat well thought out
Descriptions are somewhat inviting and sell the items |
| 3 | Incomplete descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |
| 2 | Inadequate descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |
| 1 | Missing descriptions of menu items
Descriptions are not well thought out
Descriptions are not inviting; do not sell the items |



Sample of how presented

- 5 Menu is very clear and very easy to read
Menu is laid out in logical manner
Menu presentation and design match concept

- 4 Menu is clear and easy to read
Menu is laid out in somewhat logical manner
Menu presentation and design match concept

- 3 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design match concept

- 2 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design somewhat match concept

- 1 Menu is not clear and/or difficult easy to read
Menu is not laid out in logical manner
Menu presentation and design do not match concept

Photos

- 5 Menu item is presented in appealing and appetizing manner
Photos represent menu items as written
Photos are clear

- 4 Menu item is presented in appealing and appetizing manner
Photos mostly represent menu items as written
Photos are clear

- 3 Menu item is presented in appealing and appetizing manner
Photos somewhat represent menu items as written
Photos may be unclear or out of focus

- 2 Menu item is presented in appealing and appetizing manner
Photos do not represent menu items as written
Photos may be unclear or out of focus

- 1 Menu item is presented in appealing and appetizing manner
Photos do not represent menu items as written
Photos may be unclear or out of focus



Presentation Skills

- | | |
|---|--|
| 5 | Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand |
| 4 | Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand |
| 3 | Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand |
| 2 | Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand |
| 1 | Unable to sell concept
Very difficult to hear or understand
Unable to discern story of concept |

Q & A - Depth of Knowledge

- | | |
|---|---|
| 5 | Demonstrates full understanding of concept and subject matter |
| 4 | Demonstrates adequate understanding of concept and subject matter |
| 3 | Demonstrates some understanding of concept and subject matter |
| 2 | Demonstrates little understanding of concept and subject matter |
| 1 | Does not demonstrate understanding of concept and subject matter |



Menu Poster

- 5 Menu is very clear and very easy to read
Menu is laid out in logical manner
Menu presentation and design match concept

- 4 Menu is clear and easy to read
Menu is laid out in somewhat logical manner
Menu presentation and design match concept

- 3 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design match concept

- 2 Menu is not clear and/or not easy to read
Menu is not laid out in logical manner
Menu presentation and design somewhat match concept

- 1 Menu is not clear and/or difficult easy to read
Menu presentation and design match concept
Menu presentation and design do not match concept



National ProStart Invitational Judging Rubric: Menu & Recipe Costing

Recipes, Costing , and Pricing

- | | |
|---|--|
| 5 | Recipe and costing are on official template
Recipe costing calculations are correct and complete
Recipes presented represent a full menu item
All sources are properly acknowledged
Used 33% food cost |
| 4 | Recipe and costing are on official template
Recipe costing calculations are mostly correct and complete
Recipes presented represent a full menu item
All sources are properly acknowledged |
| 3 | Recipe and costing are on official template
Recipe costing calculations are not correct
Recipes presented may represent a full menu item
All sources are properly acknowledged |
| 2 | Recipe and costing are on official template
Recipe costing calculations are not correct or are incomplete
Recipes presented may or may not represent a full menu item
All sources are properly acknowledged |
| 1 | Recipe and costing are on official template
Recipe costing calculations are not correct or are incomplete
Recipes presented do not represent a full menu item
All sources are properly acknowledged |



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Judging Rubric: Marketing

Matches Concept

- | | |
|---|---|
| 5 | All tactics strongly match and support concept
Complete descriptions of each tactic
Target markets, and tactic goals are well defined and defended |
| 4 | All tactics strongly match and support concept
Mostly complete descriptions of each tactic
Target markets, and tactic goals are defined and defended |
| 3 | Tactics mostly match and support concept
Somewhat complete descriptions of each tactic
Target markets, and tactic goals are somewhat defined and defended |
| 2 | Tactics somewhat match and support concept
Incomplete or missing descriptions of each tactic
Target markets, and tactic goals are not well defined and defended |
| 1 | Tactics do not match and support concept
Tactic descriptions and explanations are missing
Target markets, and tactic goals are well not complete |

Return On Investment

- | | |
|---|---|
| 5 | ROI analysis is thorough and well considered
Includes realistic goals and numbers |
| 4 | ROI analysis is included and well considered
Includes somewhat realistic goals and numbers |
| 3 | ROI analysis is somewhat well considered
Includes somewhat realistic goals and numbers |
| 2 | ROI analysis is missing or incomplete
Includes unrealistic goals and numbers |
| 1 | ROI analysis is missing or incomplete
Does not include realistic goals or numbers |



Tactic Budgets

- 5 All budgets are complete
All budgets include all necessary details
All budgets are realistic for concept and target market
- 4 Most budgets are complete
Budgets include most necessary details
Budgets are somewhat realistic for concept and/or target market
- 3 Budgets are incomplete
Budgets include few necessary details
Budgets are not realistic for concept and/or target market
- 2 Budgets are incomplete (some items missing)
Budgets include few necessary details
Budgets are unrealistic for concept or target market
- 1 Budgets are incomplete (some items missing)
Budgets include no details
Budgets are completely unrealistic for concept or target market

Samples

- 5 Each tactic has a detailed sample or depiction
Samples match tactic, budget, and concept very well
Samples match description of tactic
- 4 Each tactic has a somewhat detailed sample or depiction
Samples mostly match tactic, budget, and/or concept very well
Samples mostly match description of tactic
- 3 Most tactics have a detailed sample and/or depiction
Some samples match tactic, budget, and/or concept well
Some samples match description of tactic
- 2 Few tactics have a detailed sample or depiction
Few samples match tactic, budget, or concept very well
Few samples match description of tactic
- 1 Samples are missing
Samples do not match tactic, budget, or concept
Sample does not match description of tactic



Creativity

- 5 Tactics show innovative approach to launching concept
Tactic show creative design elements
- 4 Most tactics show innovative approach to launching concept
Most tactic show creative design elements
- 3 Some tactics show innovative approach to launching concept
Some tactic show creative design elements
- 2 Few/no tactics show innovative approach to launching concept
Few/no tactic show creative design elements
- 1 Tactics do not show innovative approach to launching concept
Tactics do not show creative design elements

Presentation Skills

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand
- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Very difficult to hear or understand
Unable to discern story of concept



Q & A - Depth of Knowledge

- 5 Demonstrates full understanding of concept and subject matter
- 4 Demonstrates adequate understanding of concept and subject matter
- 3 Demonstrates some understanding of concept and subject matter
- 2 Demonstrates little understanding of concept and subject matter
- 1 Does not demonstrate understanding of concept and subject matter

Marketing Poster

- 5 Sample is clearly displayed on poster
Samples match description of tactic
- 4 Sample is included on poster
Samples mostly match description of tactic
- 3 Sample is included on poster
Some samples match description of tactic
- 2 Sample is not included on poster
Few samples match description of tactic
- 1 Sample is not included on poster
Sample does not match description of tactic



National ProStart Invitational

Judging Rubric: Operations

Layout Selection & Floorplan

- | | |
|------|--|
| 9-10 | <p>Excellent floor plan; all elements included and noted</p> <p>Restaurant scenario selection is creative and enhances concept</p> <p>Creative use of space and flow</p> |
| 7-8 | <p>Good floor plan; all elements included and noted</p> <p>Restaurant scenario selection enhances concept</p> <p>Some creative use of space and flow</p> |
| 5-6 | <p>Acceptable floor plan; most elements included and/or noted</p> <p>Restaurant scenario selection matches concept</p> <p>Little creative use of space and flow</p> |
| 3-4 | <p>Incomplete floor plan with many elements missing</p> <p>Restaurant scenario selection somewhat matches concept</p> <p>Confusing use of space and flow</p> |
| 1-2 | <p>Incomplete floor plan with many elements missing</p> <p>Restaurant scenario selection does not enhance concept</p> <p>Confusing use of space and flow</p> |

Interior & Décor

- | | |
|---|--|
| 5 | <p>Matches and enhances concept</p> <p>Complete description of interior and décor</p> <p>Easily identifiable samples/pictures provided</p> |
| 4 | <p>Somewhat matches and enhances concept</p> <p>Complete description of interior and décor</p> <p>Some identifiable samples/pictures provided</p> |
| 3 | <p>Does not match and/or enhance concept</p> <p>Description of interior and décor confusing</p> <p>Difficulty in identifying samples/pictures provided</p> |
| 2 | <p>Does not match or enhance concept</p> <p>Description of interior and décor lacking</p> <p>Not complete samples/pictures</p> |
| 1 | <p>Does not match or enhance concept</p> <p>Description of interior and décor lacking or missing</p> <p>Samples/pictures not included</p> |



Organizational Chart

- 5 Staffing plan matches and is appropriate for concept
Chart is very easy to read and follow
- 4 Staffing plan somewhat matches and is appropriate for concept
Chart is easy to read and follow
- 3 Staffing plan somewhat matches and is appropriate for concept
Chart is difficult to read and follow
- 2 Staffing plan does not match or is not appropriate for concept
Chart is poorly designed
- 1 Staffing plan does not match or is not appropriate for concept
Chart is incomplete or missing

Presentation Skills

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand
- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Very difficult to hear or understand
Unable to discern story of concept



Q & A - Depth of Knowledge

- 5 Demonstrates full understanding of concept and subject matter
- 4 Demonstrates adequate understanding of concept and subject matter
- 3 Demonstrates some understanding of concept and subject matter
- 2 Demonstrates little understanding of concept and subject matter
- 1 Does not demonstrate understanding of concept and subject matter



National ProStart Invitational

Judging Rubric: Critical Thinking

Teamwork

- 5 Team can answer all questions with assurance and confidence
Team collaborates effectively and in a timely manner
Teams relates all answers directly to concept
- 4 Team can answer most questions with assurance and confidence
Team collaborates effectively and in a timely manner
Teams relates most answers directly to concept
- 3 Team struggles to answer questions w/ assurance & confidence
Team sometimes collaborates effectively and for extended time
Teams relates some answers directly to concept
- 2 Team answers few questions with assurance and confidence
Team cannot collaborate effectively or in a timely manner
Teams relates few answers directly to concept
- 1 Team answers few to no questions with assurance and confidence
Team does collaborate
Teams cannot relate all answers to concept

Presentation Skills

- 5 Excellent ability to sell concept
Complete knowledge of concept
Very easy to hear and understand
- 4 Good ability to sell concept
Somewhat complete knowledge of concept
Easy to hear and understand
- 3 Limited ability to sell concept
Limited knowledge of concept
Able to hear and understand
- 2 Limited ability to sell concept
Limited knowledge of concept
Difficult to hear and understand
- 1 Unable to sell concept
Very difficult to hear or understand
Unable to discern story of concept



Q & A - Depth of Knowledge

- 5 Demonstrates full understanding of concept and subject matter

- 4 Demonstrates adequate understanding of concept and subject matter

- 3 Demonstrates some understanding of concept and subject matter

- 2 Demonstrates little understanding of concept and subject matter

- 1 Does not demonstrate understanding of concept and subject matter

Category Scenarios

- 9-10 Very complete knowledge of critical thinking category
Excellent and realistic solution to scenario
All responses directly related to concept

- 7-8 Complete knowledge of critical thinking category
Good and realistic solution to scenario
Most responses directly related to concept

- 5-6 Mostly complete knowledge of critical thinking category
Good and somewhat realistic solution to scenario
Most responses directly related to concept

- 3-4 Some knowledge of critical thinking category
Acceptable and some realistic solutions to scenario
Some responses directly related to concept

- 1-2 Incomplete knowledge of critical thinking category
Unrealistic solution to scenario