

## Proposal Rubric

Team:

Date:

		Value	Score
<b>Cover sheet</b>	Contains the team's name and document title.	5	
<b>Executive summary</b>	Motivates the project and presents convincing arguments about its feasibility and value, which could make an impact on an investor's decision to provide financial support.	5	
<b>Problem statement</b>	Establishes the context of the project. Shows that the team has investigated the details of the problem.	5	
<b>Preliminary ideas</b>	Discusses how this problem may be solved in ways that inspires confidence and excitement in the reader. (At least three possible sketches of solution presented.)	10	
<b>Costs</b>	Makes a solid attempt at projecting all the costs associated with project (labor, physical resources, etc.)	5	
<b>Timetable</b>	Specifies what is going to happen and when.	5	
<b>Project impact</b>	Describes what the project intends to do, its impact on market and environment, expected financial gains. States what the deliverable(s) of the project will be. Described how the team will assess whether project goals were met.	10	
<b>Analysis of viability</b>	Considers market, time, resources (human, financial, computational), and the skills and capabilities of the team members.	10	
<b>Risks and legal exposures</b>	Discusses the risks involved in the use and in the development process of the product. Assessment on what legal and ethical exposures related to project development and use of its product.	10	
<b>Conclusion</b>	Closes the proposal outlining the tangible benefits that the proposed product will bring. Leaves reader excited for project.	5	
<b>Team members bios</b>	One page for each team member, all identically formatted. Each page lists previous relevant experience (academic or otherwise) and known relevant technologies and skills that they will bring to the project.	10	
<b>Conventions</b>	Writing is edited and free from errors in grammar, spelling, punctuation, and capitalization.	10	
<b>Style</b>	Powerful and exciting words used to enhance the message conveyed. Sentences have different beginnings and are varied in length. Tone of the document is persuasive.	10	

**Total:** **100**