

FOOD TRUCK LAUNCH RUBRIC

Food Truck Name: _____

	Mastery 5	Advanced 4	Meets 3	Approaching 2	Beginning 1	Comments
Food Truck Name	Name is creative, catchy and fits concept well.	Name fits concept well.	Name somewhat matches concept, but lacks creativity.	Name does not match concept and lacks creativity.	Name needs to be changed; doesn't match concept.	
Concept	Well thought out, creative, & clear concept. Adaptable to US regions High potential for profit.	Clear concept can be adapted to each region, potential for profit.	Concept is clear, may be difficult to adapt to each region, limited potential for profit.	Concept needs to be reworked. Unclear and unadaptable. Not much potential for profit.	Concept won't work. Need to create a new one.	
Menu Item	Excellent flavor and texture. Served at correct temperature. Appropriate serving size and price point.	Good flavor and texture. Slightly too cold or hot. Serving size and price point may need to be slightly adjusted.	Average flavor and texture. Temperature was off. Serving size was too small or big for price point.	Poor flavor & texture. Need to adjust seasoning & temp. Serving size/price point needs adjusting.	Need to create a new menu item.	
Food Truck Design and Logo	Very creative and attractive design and logo. Clearly illustrates concept and name of truck.	Attractive design and logo. Concept and name of truck is easy to read.	Design and logo is a little unclear. Does not match concept well.	Design and logo unclear and hard to read. Needs to be reworked to match concept.	Need to create new design and logo.	
Marketing Pitch	Students all shared equal contribution to marketing pitch. All were prepared, articulate and enthusiastic.	Students were prepared and articulate. Unbalanced contribution by team members.	Concept was cleared, but slightly unprepared. Unbalanced contribution by team members. Lacking enthusiasm.	Concept was unclear. Team members were unprepared and not all team members participated.	Team is fragmented. Needs to spend time building unity.	

Based on your investor feedback, determine what your overall grade should be in each category. Add up your points to determine your group's summative grade for this first challenge. Students who were not here during any of the three days will receive an incomplete. Group members and teacher will determine what will need to be completed to earn group score based on areas group scored low on. Upon completion, member will receive group score and have a chance to increase overall group score.

