

GSM Business Plan/Startup Proposal Rubric

Assessor:

Student's Name:

Student's ID:

Criteria	Very Good	Good		Poor	
	5	4	3	2	0-1
Business/ Startup Description	<input type="checkbox"/> An overview of the business/startup idea is clearly, creatively, and persuasively presented, and includes (but is not limited to) the rationale for the proposal, business vision, mission, goals, focus, value proposition, products, and/or services offered.	<input type="checkbox"/> An overview of the business/startup idea is presented and includes most but not all of the key components. Overview may lack clarity, creativity, or persuasiveness.	<input type="checkbox"/> An overview of the business/startup idea is discussed, but there are lapses in describing some key components. Overview may lack clarity, creativity, or persuasiveness.	<input type="checkbox"/> An overview of the business/startup idea is partially presented. Many key components are unclear and need refinements.	<input type="checkbox"/> An overview of the business/startup idea is poorly presented. Many key components are missing. Need major refinements.
Industry/ Market Analysis	<input type="checkbox"/> Provides complete, comprehensive, and advanced industry/market analysis, including but not limited to industry/market size and maturity, opportunities and threats, overall industry/market outlook, and major competitors. <input type="checkbox"/> Clearly explains how the proposed business/startup idea is distinct from others.	<input type="checkbox"/> Provides complete and satisfactory industry/market analysis, including a large portion but not all of the key components. The analysis needs minor refinements. <input type="checkbox"/> Explains how the proposed business/startup idea is distinct from others.	<input type="checkbox"/> Provides almost complete industry/market analysis, including a large portion but not all of the key components. The analysis needs some refinements. <input type="checkbox"/> Reasonably explains how the proposed business/startup idea is distinct from others.	<input type="checkbox"/> Provides incomplete industry/market analysis. Many parts of the analysis are poorly discussed. <input type="checkbox"/> Somewhat explains how the proposed business/startup idea is distinct from others with effort.	<input type="checkbox"/> Provides largely incomplete industry/market analysis. Many important parts of the analysis are missing. <input type="checkbox"/> Fails to explain how the proposed business/startup idea is distinct from others.
Management Team	<input type="checkbox"/> The form of business ownership (e.g., sole proprietorship, partnership, corporation) and management team are clearly defined and	<input type="checkbox"/> The form of business ownership and management team are defined and appropriate. The	<input type="checkbox"/> The form of business ownership and management team are defined and appropriate. The	<input type="checkbox"/> The form of business ownership and management team are chosen, but the reasoning is poorly	<input type="checkbox"/> The form of business ownership or management team is missing.

	appropriate. The reasoning for the choice of ownership and composition of the management team is comprehensively explained.	reasoning for the choice of ownership and composition of the management team is distinctly explained.	reasoning for the choice of ownership and/or composition of the management team is satisfactorily explained.	explained or not provided.	
Marketing Plan	<ul style="list-style-type: none"> <input type="checkbox"/> Comprehensively defines potential target market. <input type="checkbox"/> Comprehensively discusses marketing mix, including but not limited to a complete line of product/service offerings, selling at what price points, distribution channels and promotion plans. <input type="checkbox"/> Unique selling point (USP) is explicitly explained. 	<ul style="list-style-type: none"> <input type="checkbox"/> Clearly defines potential target market <input type="checkbox"/> Distinctly discusses marketing mix <input type="checkbox"/> USP is good and explicitly explained. 	<ul style="list-style-type: none"> <input type="checkbox"/> Satisfactorily defines potential target market <input type="checkbox"/> Satisfactorily discusses marketing mix <input type="checkbox"/> USP is satisfactory and explicitly explained. 	<ul style="list-style-type: none"> <input type="checkbox"/> Partially defines potential target market. <input type="checkbox"/> Superficially discusses marketing mix <input type="checkbox"/> USP is unclear and/or missing. 	<ul style="list-style-type: none"> <input type="checkbox"/> Fails to define potential target market and/or fails to develop a sound marketing plan.
Operation and Development Plan	<ul style="list-style-type: none"> <input type="checkbox"/> Elucidates concrete and thorough resources, technologies, and tasks that are needed to realize the proposed business/startup plan. <input type="checkbox"/> Comprehensively and thoroughly discusses the plan will be executed in the short, mid, and long term range. 	<ul style="list-style-type: none"> <input type="checkbox"/> Provides a basic list of major resources, technologies, and tasks to realize the proposed business/startup plan. <input type="checkbox"/> Discusses how plan will be executed for a specific time frame but may lack minor details. 	<ul style="list-style-type: none"> <input type="checkbox"/> Provides some resources, technologies, and tasks to realize the proposed business/startup plan. <input type="checkbox"/> Discusses how plan will be executed for a specific time frame but lacks depth. 	<ul style="list-style-type: none"> <input type="checkbox"/> Provides resources, technologies, and tasks to realize the proposed business/startup plan in a limited manner. Necessary resources and/or tasks are also missing. <input type="checkbox"/> Few discussions with an effort on how things will be executed. 	<ul style="list-style-type: none"> <input type="checkbox"/> Fails to provide necessary resources, technologies, and tasks to realize the proposed business/startup plan for the specific time frame. <input type="checkbox"/> No discussion on how things will be executed.
Financial Plan and Risk Mitigation	<ul style="list-style-type: none"> <input type="checkbox"/> Includes comprehensive and realistic startup/business costs. <input type="checkbox"/> Provides clear, feasible sales forecasts, profit projection, 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes realistic startup/business costs. <input type="checkbox"/> Provides reasonable sales forecasts, profit projection, and 	<ul style="list-style-type: none"> <input type="checkbox"/> Includes some startup/business costs. <input type="checkbox"/> Provides sales forecasts, profit projection, and 	<ul style="list-style-type: none"> <input type="checkbox"/> Poor estimation of startup/business costs <input type="checkbox"/> Poor projection of sales, profit and sensitivity analyses. 	<ul style="list-style-type: none"> <input type="checkbox"/> Startup costs and revenue projection are mentioned with no explanation and may be incorrect. Sales forecasts, sensitivity

	<p>and sensitivity analysis with supporting evidence.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Comprehensively explains risk mitigation 	<p>sensitivity analysis with supporting evidence</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explains risk mitigation but lacks some depth. 	<p>sensitivity analysis with limited evidence</p> <ul style="list-style-type: none"> <input type="checkbox"/> Superficially explains risk mitigation. 	<ul style="list-style-type: none"> <input type="checkbox"/> Risk mitigation is missing or poorly explained. 	<p>analysis and risk mitigation are missing.</p>
Social impact and environmental impact	<ul style="list-style-type: none"> <input type="checkbox"/> Both social impacts and environmental impacts are clearly articulated and embedded in the plan. 	<ul style="list-style-type: none"> <input type="checkbox"/> Both social impacts and environmental impacts are articulated and embedded in the plan but may lack depth 	<ul style="list-style-type: none"> <input type="checkbox"/> Social impacts and environmental impacts are superficially articulated and embedded in the plan. 	<ul style="list-style-type: none"> <input type="checkbox"/> Social and/or environmental impacts are poorly articulated. 	<ul style="list-style-type: none"> <input type="checkbox"/> Social and/or environmental impacts are not articulated.
Business Model	<ul style="list-style-type: none"> <input type="checkbox"/> Proposes a comprehensive business model that visualizes and clearly describes including but not limited to the value proposition, key components from customer side, business/operation side, revenue stream, and cost structure. 	<ul style="list-style-type: none"> <input type="checkbox"/> Proposes a business model that visualizes and includes a large portion of the key components. 	<ul style="list-style-type: none"> <input type="checkbox"/> Proposes a business model that includes some key components 	<ul style="list-style-type: none"> <input type="checkbox"/> Proposes an incomplete business model. Many parts are poorly identified/missing and/or do not make logical sense. 	<ul style="list-style-type: none"> <input type="checkbox"/> Business model is missing or is incomprehensible.
Organization	<ul style="list-style-type: none"> <input type="checkbox"/> Overall structure is very logical and easy to follow. <input type="checkbox"/> Writing is clearly organized around a central theme. Ideas flow smoothly from one to another and are cohesive. <input type="checkbox"/> The reader can clearly and easily follow the line of reasoning. 	<ul style="list-style-type: none"> <input type="checkbox"/> Overall structure is reasonably logical. <input type="checkbox"/> Writing demonstrates good grasp of organization, with few discernible themes. <input type="checkbox"/> The reader is clear about what writer intends. 	<ul style="list-style-type: none"> <input type="checkbox"/> Overall structure is logical. <input type="checkbox"/> Writing demonstrates some elements of organization, but lacks cohesion. <input type="checkbox"/> The reader is generally understanding about what writer intends but some clarification may be needed 	<ul style="list-style-type: none"> <input type="checkbox"/> Overall structure and logic can only be discerned with effort. <input type="checkbox"/> Writing is rambling and unfocused. <input type="checkbox"/> The reader cannot identify a clear line of reasoning in many parts. 	<ul style="list-style-type: none"> <input type="checkbox"/> Overall structure is neither logical nor apparent. <input type="checkbox"/> Writing is very disorganized. There is no focus. <input type="checkbox"/> The reader cannot identify a clear line of reasoning nor understand the authors' intentions.

Grammar	<input type="checkbox"/> Free or almost free of grammatical, spelling or punctuation errors. Word choice is consistently precise and appropriate. Errors that do occur do not detract from the overall product.	<input type="checkbox"/> Few grammatical, spelling or punctuation errors. Word choice is appropriate. Errors may be slightly distracting but meaning is still clear.	<input type="checkbox"/> Noticeable but acceptable grammatical, spelling and/or punctuation errors. Word choice is not always consistent/appropriate. Errors can be distracting.	<input type="checkbox"/> Many grammatical, spelling and/or punctuation errors. Some words are used inappropriately. Errors may impede meaning.	<input type="checkbox"/> Grammar, spelling, and/or punctuation errors impede meaning. Inappropriate word choice limits meaning.
Citation of Sources	<input type="checkbox"/> Facts and sources that support claims are rich, and consistently and correctly cited in APA format. Referencing has been done in an accurate manner.	<input type="checkbox"/> Facts and sources that support claims are correctly cited with some exceptions. Referencing is generally done in a proper manner.	<input type="checkbox"/> Although facts and sources that support claims are cited and referenced, some statements are unsubstantiated. The reader may be confused about the source of information and ideas.	<input type="checkbox"/> Facts and sources are poorly cited and referenced. They are missing and/or incorrect.	<input type="checkbox"/> Facts and sources are not cited/referenced beyond reasonable omissions, or they are false.
Format*	<input type="checkbox"/> Follows all the requirements set by the college/research committee.	<input type="checkbox"/> Follows most of the requirements set by the college/research committee.	<input type="checkbox"/> Occasionally follow the requirements set by the college/research committee.	<input type="checkbox"/> Rarely follow the requirements set by the college/research committee.	<input type="checkbox"/> Does not follow the requirements set by the college/research committee.

* Format of Business Plan/Startup Proposal

- a. Title Page
- b. Certification Page (indicating the contents of the Research Project as original and/or properly referenced)
- c. Acknowledgments (for any support and advice received)
- d. Executive Summary
- e. Table of Contents (in sufficient detail)

- f. List of Tables/Figures/Appendices
- g. Business/Startup Description
- h. Industry/Market Analysis
- i. Management Team
- j. Marketing Plan
- k. Operation Plan
- l. Financial Plan and Risk Mitigation
- m. Business Model (e.g., Business Model Canvas)
- n. List of References
- o. Appendices (supporting materials in addition to the text, if any)

The length of a Business Plan/Startup Proposal, excluding references and any appendices, shall be approximately 8,000-15,000 words. However, the length may vary depending on the discipline and shall be set by the Division.

**Title Must Be Written with Only the
First Letter of Each Word in Capitals
(Articles and Prepositions Excluded):**

Title Should Be Concise

by

LAST NAME First Middle
(as shown on your student ID)

51212345

March 2025
(Month/Year of graduation)

Business Plan Presented to
Ritsumeikan Asia Pacific University
In Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration

Certification Page (Sample)

I, Name as Shown on ID (Student ID 51212345) hereby declare that the contents of this MBA Research Project are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.
All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

LAST NAME, First Middle
YYYY/MM/DD

Acknowledgements

This page is optional for those whose contributions and supports are to be acknowledged.

This section is written in the first person. Here, the author expresses appreciation to persons and organizations who have contributed significantly to the completion of the study and MBA Research Project.

Executive Summary

This is an executive summary of the Master's Thesis / Research Report. It must be written in English.

The summary should state the problem, describe the methods and procedures used, and give the main results or conclusions of the research.

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List of Tables

The list of tables is included only if there are tables in your project report. These are listed here along with their caption (description) and the page number where they appear (see example).

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Introduction

1.1 Introduction

Begin Master's Thesis / Research Report here. The line spacing must be set to double-space and printed single side.

List of References

Hanging indentation should be used for the List of References (all lines after the first line of each entry should be indented from the left margin).

The List of References should include all sources cited in the Research Project arranged in alphabetical order. Entries should be alphabetized by the family name of the first author of each work. Family names should be printed first, followed by a comma and then by initials of other names.

For multiple works by the same author(s), entries should be listed in chronological order, starting from earliest to most recent.

Maintain the punctuation and capitalization that is used by the journal in its title.

Although there are several citation styles, APU recommends using APA style.

Books:

Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.

Articles:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number(issue number), pages. <http://dx.doi.org/xx.xxx/yyyy>

Electronic Sources:

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical*, volume number(issue number if available). Retrieved from <http://www.someaddress.com/full/url/>