

**Executive Farm Management Program
Scoring Rubric for 2022 EFM Final Shark Tank Presentations**

TEAM NAME _____

Please consider these factors when preparing your final reports regarding the strategy you propose for the Brown Family Farm (BFF). Enter the number for each criteria in the corresponding box (ie. If you are rating The Value Proposition criteria as a 2, enter 2 in the Very Little column in the corresponding row.)

	1	2	3	4
	Not at all	Very Little	Somewhat	To a Great Extent
The Customer(s) are clearly identified				
The Value Proposition addresses the pains & gains of customers				
The products and services satisfy the jobs to be done?				
The team included insights learned from the program <ul style="list-style-type: none"> • Strategy & Innovation • Human Resources • Financial Management - Economics • Succession Planning 				
To what extent was the change presented from current to future state of the Brown family farm?				
Is this a business you would consider investing in?				
How well thought out were the changes needed in:				
- Channels and Relationships?				
- Key Activities and Resources?				
Were partnerships considered and choices explained?				
Is the incremental revenue proposed enough to support changes?				
Is the business model financially viable?				
Did they demonstrate thoughtful changes or adjustments to:				
- Succession plan				
- Job responsibilities & Goals				
- Policies and practices				
- Plan for leadership changes and/or staffing levels				
TOTAL				