

edMe Learning March Writing Competition: Grades 7 - 12

Entrepreneurs create new businesses. Plan the business you can imagine.

In 1,000 words or less, describe the business you would like to create. Include at least 2 criteria for your business to be successful, 2 resources you would need to start the business, and the customers you will serve.

Also, complete a Business Model Canvas about your business plan.

Deadline for submission: Monday, March 31

Rubric:

Topic sentences Topic sentences show complete understanding of the topic.	1	1.5	2
Supporting details in paragraphs More than 2 details are provided, and all included facts are correct.	1	1.5	2
Conclusion paragraph Conclusion shows complete understanding of the topic.	1	1.5	2
Grammar There are 0-2 minor grammatical mistakes. * Subtract 0.1 points for each misspelling or incomplete sentence.	1	1.5	2
Voice Author's voice is clearly identifiable and unique.	1	1.5	2
Business description Business is described clearly with 2 success criteria.	1	3	5
Business resources At least 2 realistic resource needs are described.	1	3	5
Customer segments One or more realistic customer segments are specifically described.	1	3	5
Business model canvas All 9 sections of the canvas include realistic detail about the plan.	1	3	5
Total: _____ / 30			