

<p>ETEC 522</p> <p>D. Vogt and D. Porter MET Program 2008</p>	<p>ETEC 522 - Assignment 1 - Environmental or Venture Analysis</p>		
<p><b>Objective / Criteria</b></p>	<p><b>Performance Indicators</b></p>		
	<p><b>Excellent</b></p>	<p><b>Acceptable</b></p>	<p><b>Re-focus</b></p>
<p>Rationale for Venture Choice (Value = 10)</p>	<p>Clearly expressed rationale that focuses on resonant value of the venture to an identified market, either evaluated against the Cube, another venture schema and/or of professional relevance to the student's own work</p> <p>10</p>	<p>Rationale outlines key aspects of the value proposition presented by the venture and makes general connection to potential markets, The Cube, or professional relevance to the student</p> <p>7</p>	<p>Rationale for venture choice is expressed, but no obvious relationship to potential markets, The Cube or the student's own professional work is noted</p> <p>5</p>
<p>Critical EVA (Value = 10)</p>	<p>The analysis uses criteria that are relevant, comprehensive, and clear for the substance of this venture analysis</p> <p>10</p>	<p>The analysis uses criteria that are clear and mostly relevant. However, some facets of analysis have been overlooked or are missing</p> <p>7</p>	<p>The analysis uses criteria that are general, vague, or irrelevant. Or, the analysis is not strongly present in the proposal</p> <p>5</p>
<p>Reflections on the EVA Process (Value = 5)</p>	<p>The proponent clearly and accurately outlines the relevance of their analysis to the EVA process and to their thinking about their own upcoming venture proposal and pitch for Assignment #3</p> <p>5</p>	<p>Self-reflection on the process related to this venture analysis is expressed, but no strong connection to the upcoming venture proposal and pitch was made</p> <p>3</p>	<p>Weak or no self-reflection provided</p> <p>1</p>
<p>Name / Grade / Comments</p>			