



Business Plan Project

Free Library · Template + rubric + pitch tools · grades 9-12

A scaffolded business-plan project students can actually finish. Teacher guide and rubric here; the student template, lean canvas, pitch-day feedback, and vocabulary cards are the student pages. Edit any of it in the Word version.

HOW TO USE IT

Run it over 1 to 2 weeks. Assign one template section at a time, or hand out the full student packet and let teams work at their own pace. Grade with the rubric below. The lean one-pager is your fast option (a single class period) or a planning step before the full plan.

THE PROJECT AT A GLANCE

TEACHER

Section	What students decide	Time
Executive summary	The one-paragraph pitch (write it last)	15 min
Problem & customer	Who has the problem and how big it is	1 class
Product / solution	What they will actually sell	1 class
Market analysis	Who else does this and their edge	1 class
Basic financials	Price, cost, profit, break-even	1 class
The ask	What they need to launch	20 min

GRADE THE REASONING, NOT THE POLISH

A modest idea with clear, well-defended numbers should beat a flashy idea that falls apart under one question. The rubric below is built to reward that.

GRADING RUBRIC

ANSWER KEY · TEACHER

Criterion	4 · Strong	3 · Solid	2 · Developing	1 · Beginning
Idea & problem fit	Clear problem, real customer, believable solution	Reasonable fit, minor gaps	Fuzzy problem or customer	No clear problem
Financials	Numbers are correct and defended	Mostly correct math	Some math errors	Missing or wrong

Criterion	4 · Strong	3 · Solid	2 · Developing	1 · Beginning
Market understanding	Names real competitors and a true edge	Some awareness	Vague on competition	None
Communication	Clear, organized, persuasive	Clear with small gaps	Understandable but rough	Hard to follow

Turning the score into a grade: add the rows (count the decision/reasoning row twice), then divide by the points possible. A project that nails the decision but has a rough deck still scores well.