

Milestone One Guidelines and Rubric

Overview: For the capstone assessment, you will create a **business implementation plan and audiovisual presentation** for the product, service, or idea you have been developing throughout your MBA coursework.

In **Milestone One**, you will submit the **justification for your idea or concept**. You will connect entrepreneurship or intrapreneurship with organization change and survival. This milestone lays the foundation for the rest of the project by outlining the justification of an idea or concept. Ultimately, the justification in this milestone will provide much of the reasoning that decision makers will use to determine if they will fund your idea or concept.

Critical Elements:

- **Rationale:** Lay out the rationale for the idea or concept.
- **Problem or Opportunity:** Identify the problem or opportunity that the idea or concept addresses.
- **Market:** Analyze the market for the product or service.
- **Competition:** Analyze the key features that set the product or service apart from the competition.
- **Company:** Explain how the concept fits with the mission, vision, and priorities of the company implementing the product or service.
- **Innovation:** Discuss how or why the product or service is innovative.

Guidelines for Submission: Your draft must contain all of the elements listed above. It should be 5 to 8 pages in length (excluding the title page and references) using 12-point Times New Roman font, with one-inch margins. You may include summary pictures, charts, graphs, or other explanatory diagrams as needed to successfully explain the concept and implementation, but should use appendices for detailed supporting documentation. Your paper should follow APA guidelines. You must include at least 5 scholarly sources. Cite your sources within the text of your paper and on the reference page.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
Main Elements	Includes most of the main elements	Does not include any of the main elements	15
Critical Thinking	Provides logical conclusions and defends with examples	Does not provide logical conclusions	15
Rationale	Provides rationale and thoroughly defends it	Does not provide rationale	10
Problem or Opportunity	Identifies the problem or opportunity and includes a detailed description of how the idea or concept addresses the problem or opportunity	Does not discuss the problem or opportunity	10
Market	Analyzes the market for the product or service and quantifies market size	Does not analyze market for product or service	10
Competition	Analyzes key features, outlines how these meet unmet customer needs, and explains how the key features set the product or service apart from the competition	Does not provide key features	10

Company	Explains how the concept fits with the mission, vision, and priorities of the company implementing the product or service, and connects this information with long term organizational strategy	Does not explain how concept fits with the mission, vision, and priorities of the company implementing the product or service	10
Innovation	Discusses how or why the product is innovative and situates the product or service within the implementing company's larger product or service portfolio	Does not discuss how the concept or idea is innovative	10
Articulation of Response	Submission does not have critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total			100%

