**Getting Down to Business… 11th Grade Social Studies/Science Project**

**Prospectus Rubric**



In order to keep your investors informed, your group must submit a prospectus at the end of each “quarter” (each Friday until Spring Break). Your Prospectus should be short and sweet- true information that also makes your company look worth the investment.

It should include the following:

|  |  |
| --- | --- |
| Item | Point Value |
| A description of your invention/product. | 5 |
| Why your product is a fills a need in the market:* Timing- Why it’s necessary now
* Knowledge of the market (what has preceded your invention)
 | 10 |
| A “pitch” to the investor:* Your company’s level of competence/experience
* Why you are a “proven” team
 | 10 |
| Appeal to the investor:* IPO= Initial Public Offering (base this off research of avg. price of shares in your area of business)
* Amount of Market Capitalization (the value of your business)
* Value of each share and the minimum and maximum amount one can invest
* Probable ROI= Return of Investment (base off research of similar items)
* How you plan on minimizing risks and protecting the investment
 | 25 |
| Format is brochure/pamphlet style and includes:* Logo and Picture of Product, and blog/website address
* Company name, Name of the underwriter to be contacted
* Information is concise
* The general layout of the prospectus is “user-friendly” and eye-catching
* A prospectus is both printed and uploaded to the blog by Friday of each week
 | 20 |
| TOTAL | 70 |