**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 |