



**CURTIN DUBAI  
BUSINESS CUP  
CHALLENGE 2023**

Theme  
**NANOTECHNOLOGY**

**THE BUSINESS CUP CHALLENGE MARKING RUBRIC:**

Plagiarism above 10% will automatically result in an overall mark of Zero

OBJECTIVE / CRITERIA	POOR	GOOD	EXCELLENT	WEIGHTAGE
<b>Creativity of the Idea:</b>	Idea is already a product or service from this company. The more exactly duplicated, the lower the mark. (0 – 5 Marks)	The idea is already a product or service from another well-known company or is a blinding obvious extension of an existing product or service. (6 – 15 Marks)	The idea is new and innovative. The more creative the higher the marks. (16 – 25 Marks) .	25%
<b>Relationship to the product or service:</b>	The idea has little or no meaningful tie to the product / service mentioned in the case. (0 – 3 Marks)	The idea is tangentially related to the product / service mentioned in the case. (4 – 7 Marks)	The idea is strongly or directly related to th product / service mentioned in the case. (8 – 10 Marks)	10%
<b>Feasibility:</b>	The idea is either physically impossible or is so impractical as to have the same impact as being impossible. (0 – 5 Marks)	The idea is possible both physically and / or from a market standpoint but has some difficulties. To get above 10 marks the idea must be feasible from both a physical and market standpoint. (6 – 15 Marks)	The idea is completely or nearly completely workable from both a physical and a market standpoint. (16 – 20 Marks)	20%
<b>Ability to make or save money:</b>	There is no obvious way to make or save money, or what is proposed is completely unworkable. (0 – 3 Marks)	A means of making or saving money is mentioned and is somewhat possible. (4 – 7 Marks)	A clear method for making money is shown either through increased sales, increased prices, or decreased costs. (8 – 10 Marks)	10%
<b>Financial Plan:</b>	If no financial plan is provided 0 Marks are awarded. A poor financial plan that does not account for costs and revenues or does not show a breakeven point gets 1 to 3 marks. (0 – 3 Marks)	A financial plan is provided that takes into account most costs and revenue and is not completely unreasonable. A break-even analysis is included. (4 – 7 Marks)	A well-constructed financial plan is provided in a cash flow or profit / loss format with a breakeven analysis and the plan is at least somewhat reasonable. (8 – 10 Marks)	10%
<b>PESTEL Analysis:</b>	If no PESTEL analysis is provided 0 Marks are awarded. Just having each of the 6 areas is worth a point each. The analysis is very weak and does not show how each area is either a driver or constraint on the idea or is completely unrelated to the idea. (0 – 6 Marks)	All six areas of the PESTEL analysis are addressed and some of the areas have relevant analysis and show how the area constrains or drives the idea. (7 – 15 Marks)	All six areas of the PESTEL analysis are addressed with information relevant to the idea proposed and show how the area constrains or drives the idea. (16 – 25 Marks)	25%