**7th Grade Business Fair Evaluation Checklist**

1. What is the business?

- Is the business idea clear and easy to understand?

- Does the business offer something unique or different?

Look for: Clarity of the idea and originality.

2. What do I need?

- Has the student identified the key materials, tools, or resources needed to run the business?

- Are these resources realistic for a student to obtain?

Look for: A clear list of what’s needed and how they’ll get it.

3. How does my business work?\*\*

- Is there a simple explanation of how the business operates?

- Does the student know how they will make money (e.g., pricing and sales)?

Look for: A clear operations plan and a way to generate revenue.

4. Who is the team?

- Who is helping with the business (if anyone)?

- Are the roles or tasks for each person defined?

Look for: Team members and their responsibilities.

5. Who is the market?

- Has the student identified who will buy the product or use the service?

- Do they understand what their customers want?

Look for: A clear target market and customer understanding.

6. Who are my competitors?\*\*

- Does the student know about similar businesses or competitors?

- Can they explain how their business is different or better?

Look for: Competitor awareness and business differentiation.

7. What are the numbers?

- Has the student thought about costs and how much they will charge?

- Do they know how much profit they expect to make?

Look for: Basic cost estimates, pricing, and profit expectations.