

RUBRIC ANNER AWARD

NAME:

Criterion	Low (1)	Average (2)	High (3)	Very high (4)
Vision and mission	The entrepreneur does not provide a clear understanding of the How, What, and Why (Golden Circle) of themselves and their business.	The entrepreneur provides insight into the How, What, and Why (Golden Circle) of their business.	The entrepreneur presents a clear picture of the How, What, and Why (Golden Circle) of themselves as an entrepreneur and of the business.	The entrepreneur provides insight into the What, How, and Why of themselves as an entrepreneur and of the business and links this to the immediate environment of the entrepreneur and the business.
Building connecting	The entrepreneur has little or no focus on relationships, engages in little or no collaboration with others, and/or pursues only their personal goals.	The entrepreneur is interested in building relationships and collaboration, but this is not evident, or they only use these relationships to realize their own goals, without creating value for others.	The entrepreneur has shown to have at least one connection with whom they are collaborating, and that the collaboration is aimed at creating value for all parties involved.	The entrepreneur has shown to have more than three connections with whom they collaborate, and that the collaboration is aimed at creating value for all parties involved.
Motivation	The entrepreneur shows little passion and readiness to achieve business goals. The entrepreneur does not sufficiently demonstrate how they deal with setbacks, failures, and/or unexpected changes.	The entrepreneur shows passion and readiness to achieve business goals. The entrepreneur provides some information on how they deal with setbacks, failures, and/or unexpected changes.	The entrepreneur shows passion and readiness to achieve business goals. The entrepreneur provides insight into how they deal with setbacks, failures, and/or unexpected changes.	The entrepreneur shows passion and readiness to achieve business goals and knows how to link this to personal motivational factors. The entrepreneur provides a concrete picture of how they deal with setbacks, failures, and/or unexpected changes.
Persuasiveness	The entrepreneur does not give a clear pitch and does not know how to present the business in a sufficiently convincing way.	The entrepreneur gives an incoherent pitch and manages to present the business convincingly in part.	The entrepreneur gives a clear pitch and manages to present the business convincingly in part.	The entrepreneur gives a precise pitch and manages to present the company convincingly.

The following guidelines apply for scoring:

- Low 1 point
- Average 2 points
- High 3 points
- Very high 4 points

The points are added up. A maximum of 16 points can be scored for the Anner Award.