

# National ProStart Invitational

## 2025 Judging Rubric – Management Competition

### Check-In

#### Description of Check-In Score

- 5 Includes all required elements  
All required elements are correctly submitted, separated, and stored  
All proposals are correctly assembled (see: NPSI Rules page 33, #2a – 2e)  
All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants)
- 4 Includes all required elements  
Most required elements are correctly submitted, separated, and stored  
Proposals are assembled with one error (see: NPSI Rules page 33, #2a – 2e)  
All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants)
- 3 Includes most required elements  
Some required elements are correctly submitted, separated, and stored  
Proposals are assembled with two errors (see: NPSI Rules page 33, #2a – 2e)  
All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants)
- 2 Includes some required elements  
Most required elements are incorrectly submitted, separated, or stored  
Proposals are assembled with three errors (see: NPSI Rules page 33, #2a – 2e)  
Submits incomplete check-in materials multiple times  
Most uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants)
- 1 Missing several required elements  
No required elements are correctly submitted, separated, or stored  
Proposals are assembled with four or more errors (see: NPSI Rules page 33, #2a – 2e)  
Submits incomplete check-in materials multiple times  
Not in uniform, or uniform does not meet regulations

#### Special Notes

- If any team does not submit required materials in completion or fails to check in by the required time without prior notification to NRAEF staff, the team will be disqualified.
- Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Each check-in attempt will result in a penalty. Judges will not provide feedback on content at this time and will only notify teams of completion status.
- Judging and scoring is based on the initial check-in by the team.
  - Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  - The team will be assessed an additional penalty for each failed submission.
- Items not submitted by close of check-in time will not be accepted at a later time.

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### **Concept**

#### Description of Concept Score

- 9-10 Includes all required elements  
Very easy to read and follow  
Tells complete story of concept
- 7-8 Includes all required elements  
Easy to read and follow  
Tells mostly complete story of concept
- 5-6 Includes most required elements  
Somewhat easy to read and follow  
Difficult to discern story of concept
- 3-4 Includes some required elements  
Somewhat difficult to read and follow  
Very difficult to discern story of concept
- 1-2 Missing several required elements  
Difficult to read and follow  
Unable to discern story of concept

#### SWOT Analysis Score

- 9-10 Includes all required elements  
Very easy to read and follow  
Demonstrates full understanding of concept and challenges
- 7-8 Includes all required elements  
Easy to read and follow  
Demonstrates adequate understanding of concept and challenges
- 5-6 Includes most required elements  
Somewhat easy to read and follow  
Demonstrates some understanding of concept and challenges
- 3-4 Includes some required elements  
Somewhat difficult to read and follow  
Demonstrates little understanding of concept and challenges
- 1-2 Missing several required elements  
Difficult to read and follow  
Does not demonstrate understanding of concept and challenges

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## 2025 Judging Rubric – Management Competition

### Presentation Skills Score

- 5      Excellent ability to sell concept  
Complete knowledge of concept  
Very easy to hear and understand
- 4      Good ability to sell concept  
Somewhat complete knowledge of concept  
Easy to hear and understand
- 3      Limited ability to sell concept  
Limited knowledge of concept  
Able to hear and understand
- 2      Limited ability to sell concept  
Limited knowledge of concept  
Difficult to hear and understand
- 1      Unable to sell concept  
Unable to discern story of concept  
Very difficult to hear or understand

### Q&A – Depth of Knowledge Score

- 5      Demonstrates full understanding of restaurant concept and subject matter
- 4      Demonstrates adequate understanding of restaurant concept and subject matter
- 3      Demonstrates some understanding of restaurant concept and subject matter
- 2      Demonstrates little understanding of restaurant concept and subject matter
- 1      Does not demonstrate understanding of restaurant concept and subject matter

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## 2025 Judging Rubric – Management Competition

### ***Critical Thinking***

#### Teamwork Score

- 5 Team can answer all questions with assurance and confidence  
Team collaborates effectively and in a timely manner  
Teams relates all answers directly to concept
- 4 Team can answer most questions with assurance and confidence  
Team collaborates effectively and in a timely manner  
Teams relates most answers directly to concept
- 3 Team struggles to answer questions w/ assurance & confidence  
Team sometimes collaborates effectively and for extended time  
Teams relates some answers directly to concept
- 2 Team answers few questions with assurance and confidence  
Team cannot collaborate effectively or in a timely manner  
Teams relates few answers directly to concept
- 1 Team answers few to no questions with assurance and confidence  
Team does not collaborate  
Teams cannot relate all answers to concept

#### Presentation Skills Score

- 5 Excellent ability to sell concept  
Complete knowledge of concept  
Very easy to hear and understand
- 4 Good ability to sell concept  
Somewhat complete knowledge of concept  
Easy to hear and understand
- 3 Limited ability to sell concept  
Limited knowledge of concept  
Able to hear and understand
- 2 Limited ability to sell concept  
Limited knowledge of concept  
Difficult to hear and understand
- 1 Unable to sell concept  
Unable to discern story of concept  
Very difficult to hear or understand

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## 2025 Judging Rubric – Management Competition

### Q&A – Depth of Knowledge Score

- 5 Demonstrates full understanding of restaurant concept and subject matter
- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
- 2 Demonstrates little understanding of restaurant concept and subject matter
- 1 Does not demonstrate understanding of restaurant concept and subject matter

### Category Scenarios Score

- 9-10 Complete knowledge of critical thinking category  
Excellent and realistic solution to scenario  
All responses directly related to concept
- 7-8 Complete knowledge of critical thinking category  
Good and realistic solution to scenario  
Most responses directly related to concept
- 5-6 Mostly complete knowledge of critical thinking category  
Good and somewhat realistic solution to scenario  
Most responses directly related to concept
- 3-4 Some knowledge of critical thinking category  
Acceptable and some realistic solutions to scenario  
Some responses directly related to concept
- 1-2 Incomplete knowledge of critical thinking category  
Unrealistic solution to scenario  
Little to no responses directly related to concept

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## 2025 Judging Rubric – Management Competition

### **Marketing**

#### Matches Concept Score

- 5 All tactics strongly match and support concept  
Complete descriptions of each tactic  
Target markets, and tactic goals are well defined and defended
- 4 All tactics strongly match and support concept  
Mostly complete descriptions of each tactic  
Target markets, and tactic goals are defined and defended
- 3 Tactics mostly match and support concept  
Somewhat complete descriptions of each tactic  
Target markets, and tactic goals are somewhat defined and defended
- 2 Tactics somewhat match and support concept  
Incomplete or missing descriptions of each tactic  
Target markets, and tactic goals are not well defined and defended
- 1 Tactics do not match and support concept  
Tactic descriptions and explanations are missing  
Target markets, and tactic goals are well not complete

#### Return on Investment Score

- 5 ROI analysis is thorough and well considered  
Includes realistic goals and numbers
- 4 ROI analysis is included and well considered  
Includes somewhat realistic goals and numbers
- 3 ROI analysis is somewhat well considered  
Includes somewhat realistic goals and numbers
- 2 ROI analysis is missing or incomplete  
Includes unrealistic goals and numbers
- 1 ROI analysis is missing or incomplete  
Does not include goals and numbers

#### Tactic Budgets Score

- 5 All budgets are complete  
All budgets include all necessary details  
All budgets are realistic for concept and target market
- 4 Most budgets are complete  
Budgets include most necessary details  
Budgets are somewhat realistic for concept and/or target market
- 3 Budgets are incomplete (some items missing)  
Budgets include few necessary details  
Budgets are not realistic for concept and/or target market

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- 2 Budgets are incomplete (some items missing)  
Budgets include few necessary details  
Budgets are unrealistic for concept or target market
- 1 Budgets are incomplete (some items missing)  
Budgets include no details  
Budgets are completely unrealistic for concept or target market

### Marketing Samples Score

- 5 Each tactic has a detailed sample or depiction  
Samples match tactic, budget, and concept very well  
Samples match description of tactic
- 4 Each tactic has a somewhat detailed sample or depiction  
Samples mostly match tactic, budget, and/or concept very well  
Samples mostly match description of tactic
- 3 Most tactics have a detailed sample and/or depiction  
Some samples match tactic, budget, and/or concept well  
Some samples match description of tactic
- 2 Few tactics have a detailed sample or depiction  
Few samples match tactic, budget, or concept very well  
Few samples match description of tactic
- 1 No tactics have detailed samples or depictions  
Samples do not match tactic, budget, or concept  
Sample does not match description of tactic

### Creativity Score

- 5 Tactics show innovative approach to launching concept  
Tactics show creative design elements
- 4 Most tactics show innovative approach to launching concept  
Most tactics show creative design elements
- 3 Some tactics show innovative approach to launching concept  
Some tactics show creative design elements
- 2 Few tactics show innovative approach to launching concept  
Few tactics show creative design elements
- 1 No tactics show innovative approach to launching concept  
No tactics show creative design elements

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### Presentation Skills Score

- 5      Excellent ability to sell concept  
Complete knowledge of concept  
Very easy to hear and understand
- 4      Good ability to sell concept  
Somewhat complete knowledge of concept  
Easy to hear and understand
- 3      Limited ability to sell concept  
Limited knowledge of concept  
Able to hear and understand
- 2      Limited ability to sell concept  
Limited knowledge of concept  
Difficult to hear and understand
- 1      Unable to sell concept  
Unable to discern story of concept  
Very difficult to hear or understand

### Q&A – Depth of Knowledge Score

- 5      Demonstrates full understanding of restaurant concept and subject matter
- 4      Demonstrates adequate understanding of restaurant concept and subject matter
- 3      Demonstrates some understanding of restaurant concept and subject matter
- 2      Demonstrates little understanding of restaurant concept and subject matter
- 1      Does not demonstrate understanding of restaurant concept and subject matter

### Marketing Poster Score

- 5      Sample is clearly displayed on poster  
Samples match description of tactic
- 4      Sample is included on poster  
Most samples match description of tactic
- 3      Sample is included on poster  
Some samples match description of tactic
- 2      Sample is not included on poster  
Few samples match description of tactic
- 1      Sample is not included on poster  
Samples does not match description of tactic



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### **Costing**

#### Recipes, Costing, and Pricing Score

- 5 Recipe and costing are on official template  
Recipe costing calculations are correct and complete, using 33% food cost  
Recipes presented represent a full menu item  
All sources are properly acknowledged using MLA formatting
- 4 Recipe and costing are on official template  
Recipe costing calculations are mostly correct and complete, using 33% food cost  
Recipes presented represent a full menu item  
All sources are properly acknowledged using MLA formatting
- 3 Recipe and costing are on official template  
Recipe costing calculations are incorrect, or do not use 33% food cost  
Recipes presented may represent a full menu item  
All sources are properly acknowledged using MLA formatting
- 2 Recipe and costing are mostly on official template  
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost  
Recipes presented may or may not represent a full menu item  
All sources are properly acknowledged using MLA formatting
- 1 Recipe and costing are not official template  
Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost  
Recipes presented do not represent a full menu item  
All sources are properly acknowledged using MLA formatting

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## 2025 Judging Rubric – Management Competition

### **Menu**

#### Matches Concept Score

- 5 Fully matches and enhances concept  
All menu items support concept  
Very good sample of appropriate menu mix
- 4 Matches and enhances concept  
Most menu items support concept  
Good sample of appropriate menu mix
- 3 Stretches to match and/or enhance concept  
Some menu items support concept  
Incomplete sample of appropriate menu mix
- 2 Does not match or enhance concept  
Few menu items do not support concept  
Lacking sample of appropriate menu mix
- 1 Does not match or enhance concept  
Menu items do not support concept  
Lacking sample of appropriate menu mix

#### Description of 12 Items Score

- 5 Complete descriptions of all menu items  
Descriptions are well thought out  
Descriptions are inviting and sell the items
- 4 Mostly complete descriptions of all menu items  
Descriptions are somewhat well thought out  
Descriptions are somewhat inviting and sell the items
- 3 Incomplete descriptions of menu items  
Descriptions are not well thought out  
Descriptions are not inviting; do not sell the items
- 2 Inadequate descriptions of menu items  
Descriptions are not well thought out  
Descriptions are not inviting; do not sell the items
- 1 Missing descriptions of menu items  
Descriptions are not well thought out  
Descriptions are not inviting; do not sell the items

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### Menu Samples Score

- 5 Menu is very clear and very easy to read  
Menu is laid out in logical manner  
Menu presentation and design match concept
- 4 Menu is clear and easy to read  
Menu is laid out in somewhat logical manner  
Menu presentation and design match concept
- 3 Menu is not clear and/or not easy to read  
Menu is not laid out in logical manner  
Menu presentation and design match concept
- 2 Menu is not clear and/or not easy to read  
Menu is not laid out in logical manner  
Menu presentation and design somewhat match concept
- 1 Menu is not clear and/or difficult easy to read  
Menu is not laid out in logical manner  
Menu presentation and design do not match concept

### Photos Score

- 5 Menu item is presented in appealing and appetizing manner  
Photos represent menu items as written  
Photos are clear
- 4 Menu item is presented in appealing and appetizing manner  
Photos mostly represent menu items as written  
Photos are clear
- 3 Menu item is presented in appealing and appetizing manner  
Photos somewhat represent menu items as written  
Photos may be unclear or out of focus
- 2 Menu item is presented in appealing and appetizing manner  
Photos do not represent menu items as written  
Photos may be unclear or out of focus
- 1 Menu item is presented in appealing and appetizing manner  
Photos do not represent menu items as written  
Photos may be unclear or out of focus

### Presentation Skills Score

- 5 Excellent ability to sell concept  
Complete knowledge of concept  
Very easy to hear and understand
- 4 Good ability to sell concept  
Somewhat complete knowledge of concept  
Easy to hear and understand

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- 3 Limited ability to sell concept  
Limited knowledge of concept  
Able to hear and understand
- 2 Limited ability to sell concept  
Limited knowledge of concept  
Difficult to hear and understand
- 1 Unable to sell concept  
Unable to discern story of concept  
Very difficult to hear or understand

### Q&A – Depth of Knowledge Score

- 5 Demonstrates full understanding of restaurant concept and subject matter
- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
- 2 Demonstrates little understanding of restaurant concept and subject matter
- 1 Does not demonstrate understanding of restaurant concept and subject matter

### Menu Poster Score

- 5 Menu is very clear and very easy to read  
Menu is laid out in logical manner  
Menu presentation and design match concept
- 4 Menu is clear and easy to read  
Menu is laid out in somewhat logical manner  
Menu presentation and design match concept
- 3 Menu is not clear and/or not easy to read  
Menu is not laid out in logical manner  
Menu presentation and design match concept
- 2 Menu is not clear and/or not easy to read  
Menu is not laid out in logical manner  
Menu presentation and design somewhat match concept
- 1 Menu is not clear and/or difficult easy to read  
Menu presentation and design match concept  
Menu presentation and design do not match concept

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## 2025 Judging Rubric – Management Competition

### ***Operations***

#### Layout Selection & Floorplan Score

- 9-10      Excellent floor plan; all elements included and noted  
Restaurant scenario selection is creative and enhances concept  
Creative use of space and flow
- 7-8      Good floor plan; all elements included and noted  
Restaurant scenario selection enhances concept  
Some creative use of space and flow
- 5-6      Acceptable floor plan; most elements included and/or noted  
Restaurant scenario selection matches concept  
Little creative use of space and flow
- 3-4      Incomplete floor plan with many elements missing  
Restaurant scenario selection somewhat matches concept  
Confusing use of space and flow
- 1-2      Incomplete floor plan with many elements missing  
Restaurant scenario selection does not enhance concept  
Confusing use of space and flow

#### Interior & Decor Score

- 5      Matches and enhances concept  
Complete description of interior and décor  
Easily identifiable samples/pictures provided
- 4      Somewhat matches and enhances concept  
Complete description of interior and décor  
Some identifiable samples/pictures provided
- 3      Does not match and/or enhance concept  
Description of interior and décor confusing  
Difficulty in identifying samples/pictures provided
- 2      Does not match or enhance concept  
Description of interior and décor lacking  
Not complete samples/pictures
- 1      Does not match or enhance concept  
Description of interior and décor lacking or missing  
Samples/pictures not included

#### Organizational Chart Score

- 5      Staffing plan matches and is appropriate for concept  
Chart is very easy to read and follow
- 4      Staffing plan somewhat matches and is appropriate for concept  
Chart is easy to read and follow

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- 3 Staffing plan somewhat matches and is appropriate for concept  
Chart is difficult to read and follow
- 2 Staffing plan does not match or is not appropriate for concept  
Chart is poorly designed
- 1 Staffing plan does not match or is not appropriate for concept  
Chart is incomplete or missing

### Presentation Skills Score

- 5 Excellent ability to sell concept  
Complete knowledge of concept  
Very easy to hear and understand
- 4 Good ability to sell concept  
Somewhat complete knowledge of concept  
Easy to hear and understand
- 3 Limited ability to sell concept  
Limited knowledge of concept  
Able to hear and understand
- 2 Limited ability to sell concept  
Limited knowledge of concept  
Difficult to hear and understand
- 1 Unable to sell concept  
Unable to discern story of concept  
Very difficult to hear or understand

### Q&A – Depth of Knowledge Score

- 5 Demonstrates full understanding of restaurant concept and subject matter
- 4 Demonstrates adequate understanding of restaurant concept and subject matter
- 3 Demonstrates some understanding of restaurant concept and subject matter
- 2 Demonstrates little understanding of restaurant concept and subject matter
- 1 Does not demonstrate understanding of restaurant concept and subject matter