

# Virginia ProStart Invitational 2026 Judging Rubric – Management Competition

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## Category 1: 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: VPSI 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: VPSI 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: VPSI 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: VPSI 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: VPSI 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 VRLTAF 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.

## Category 2: 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

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

## Category 3: Critical Thinking

### 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

### 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

### 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

## Category 4: 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

- 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

### 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

## Category 5: Recipe 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

## Category 6: 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

### 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

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

## Category 7: 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
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