

Virginia ProStart Invitational 2026 Judging Rubric – Management Competition

Table of Contents

Category 1: Check-In.....	2
Category 2: Concept.....	3
Category 3: Critical Thinking.....	5
Category 4: Marketing.....	7
Category 5: Recipe Costing.....	10
Category 6: Menu.....	11
Category 7: Operations.....	14

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