



Team Enterprise Portfolio

Team Number:

Team Name:

Achieved Score

Team & Brand Identity	No clear team identity, vision, mission or brand concept. Visual elements are absent, generic or inconsistent.	Basic team identity and brand concept present, but branding lacks strategic reasoning or consistency.	Clear identity, vision and brand concept supported by cohesive visuals, defined colors, typography and design language.	Strategic identity and core values effectively communicate the team's vision through consistent design language.	
	0 - 4	5 - 8	9 - 12	13 - 15	Out of 15
Prototype & Brand Alignment	Brand has little or no meaningful connection to the prototype or its purpose.	Some connection is shown, but it is mainly aesthetic or weakly explained.	Brand identity and communication clearly align with prototype value or technical direction.	Team identity and communication clearly align with prototype purpose, features or technical direction.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Team Structure & Role Ownership	Roles, responsibilities, and team processes are absent or unclear.	Basic structure shown, but ownership and accountability are inconsistent.	Clear organizational structure with defined brand and enterprise responsibilities.	Clearly defined roles, responsibilities, and reporting structure with evidence of coordination and effective teamwork.	
	0 - 1	2 - 3	4	5	Out of 5
Marketing Strategy & Audience Insights	No clear target audience or marketing strategy. Activities seem disconnected or reactive.	Target audience and basic marketing activities are identified, but strategy is limited.	Defined target audience with clear objectives, campaigns, channels and engagement.	Insight-driven marketing showing strong audience understanding, measurable analytics, and evidence of testing or refinement.	
	0 - 4	5 - 8	9 - 12	13 - 15	Out of 15
Content, Social Media & Public Communication	Limited communication; lacks content strategy, schedule, or consistency.	Basic communication presence exists, but content quality, consistency, relevance, or engagement is limited.	Consistent, audience-focused communication supporting team objectives through appropriate channels.	Exceptional audience engagement with high-quality content and strong performance metrics.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Sponsorship & Stakeholder Engagement	No clear partnership approach or value proposition.	Basic sponsor or partner approach exists but value creation or partner relevance is weakly developed.	Clear partnership proposition with relevant sponsor targeting and structured proposals.	Tailored partnership showing mutual value, commercial reasoning, professional proposals and documented results.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Budget & Resource Management	Budget absent, unrealistic or unrelated to activities.	Basic cost planning exists, but allocation and priorities are unclear.	Realistic budget with resources logically allocated to planned activities.	Well-managed finances showing realistic costing, tradeoff analysis, resource efficiency, and sound decisions.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Project Planning, Outreach & Execution Evidence	Little evidence of planning, task allocation, tracking or actual execution.	Basic timeline shown, but tracking and execution evidence are limited.	Clear timeline and execution evidenced through outreach, media, sponsor communication or public engagement.	Well-managed execution with milestones, ownership, tracking, strong evidence and adaptation to challenges.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Reflection & Adaptation	Little evidence of reflection, learning, or improvement.	Basic descriptive reflection provided; insights into problem-solving are shallow.	Thoughtful reflection on decisions, challenges, outcomes, and lessons learned.	Deep critical evaluation demonstrating meaningful learning, adaptation, and problem-solving.	
	0 - 1	2 - 3	4	5	Out of 5
Portfolio Quality & Professional Presentation	Portfolio is difficult to navigate, lacks structure and evidence, and shows little attention to presentation.	Portfolio includes required information, but organization, presentation, evidence, or professionalism are inconsistent.	Well-organized, professional portfolio with clear structure, relevant evidence, and consistent presentation supporting readability.	Exceptionally clear, professional portfolio with logical structure, verifiable evidence, and effective presentation.	
	0 - 2	3 - 5	6 - 8	9 - 10	Out of 10
Incorrect File Name:	☐	Late Submission:	☐	TOTAL SCORE:	
					Out of 100