

BUSINESS PLAN PRESENTATION - JUDGE EVALUATION SHEET

TEAM NAME

JUDGE NAME

| Judging Criteria | 1 to 5 rating |
|--|---|
| Ratings: 1=very poor; 2=poor; 3=good; 4=very good; 5=excellent | |
| 1. Introduction or summary of the business - ability to communicate business in a short, concise introduction and description of business. | |
| 2. Description of the problem that the business is trying to solve. | |
| 3. Details about the offering (product or service); including information about the current stage of development. | |
| 4. Intellectual property status (e.g., patents, trademarks, etc.). | |
| 5. Market analysis (market size, potential market size, key customers, target market, competition). | |
| 6. Competitive differentiation – what makes the business / idea unique? | |
| 7. Sales and marketing plan - get to the market and close sales. | |
| 8. Operating strategy – how will the offering be developed and delivered? | |
| 9. Management team - relevant experience, delivery, how they worked together, and knowledge about what they will need to grow. | |
| 10. Financial highlights – cash flow, first year milestones and trend for 3 years out; information about break-even timing. Details about investment needed with use of funds. | |
| <p>TOTAL SCORE</p> <p>Note that you do not have to provide equal weight to all these items; the score is intended to start a discussion rather than be a deciding criterion. Please also consider the feasibility of the business getting off the ground.</p> | <div style="border: 2px solid black; width: 60px; height: 30px; margin: 0 auto;"></div> <p>/ 50</p> |