

## BUSINESS PLAN PRESENTATION - JUDGE EVALUATION SHEET

TEAM NAME

JUDGE NAME

<b>Judging Criteria</b> <b>Ratings:</b> 1=very poor; 2=poor; 3=good; 4=very good; 5=excellent	<b>1 to 5 rating</b>
1. <b>Introduction or summary of the business</b> - ability to communicate business in a short, concise introduction and description of business.	
2. <b>Description of the problem</b> that the business is trying to solve.	
3. <b>Details about the offering</b> (product or service); including information about the current stage of development.	
4. <b>Intellectual property status</b> (e.g., patents, trademarks, etc.).	
5. <b>Market analysis</b> (market size, potential market size, key customers, target market, competition).	
6. <b>Competitive differentiation</b> – what makes the business / idea unique?	
7. <b>Sales and marketing plan</b> - get to the market and close sales.	
8. <b>Operating strategy</b> – how will the offering be developed and delivered?	
9. <b>Management team</b> - relevant experience, delivery, how they worked together, and knowledge about what they will need to grow.	
10. <b>Financial highlights</b> – cash flow, first year milestones and trend for 3 years out; information about break-even timing. Details about investment needed with use of funds.	
<b>TOTAL SCORE</b> 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.	<div style="border: 2px solid black; width: 80px; height: 30px; margin: 0 auto;"></div> / 50