

Team: _____ Judge: _____



Criteria	Maximum Allowable Points	Points Awarded	Comments
Clear explanation of the business idea and value proposition	30		
Justification of market potential	30		
Proposition to investors	20		
Entices the audience to want to know more about the business	20		
Total	100		

Team: _____ Judge: _____



Criteria	Maximum Allowable Points	Points Awarded	Comments
Structure and content of presentation			
Concept/business idea: - Is it technically or practically feasible and logical?	10		
Market analysis and strategy: - Is there a market gap? - How big is it? - What is the growth potential? - Who is the competition? - Can they deal with competition and do have a sustainable competitive advantage? - Feasible prices & sales volumes: assumptions	15		
Key resources: - Marketing: How are they planning to attract first customer/gain future customers? - Operations: How will they set up operations and supply chain? - What about other key resources and IPRs? - Short vs long term issues	15		
Management team: - How good is the team? - Are operations covered? - What about long organizational structure?	10		
Financials: - Source, value, and structure of finance - Define performance & risk milestones - Exit strategy	10		
Ability to handle questions			
- Conciseness - Ability to add information as well as clarify - Showing teamwork and demonstrating individual skills	20		
Judges' discretion/others			
- Persuasiveness of the team - Pitch content relevant to target audience - Quality of presentation slides - Others	20		
Total	100		

Team: _____ Judge: _____

Criteria	Maximum Allowable Points	Points Awarded	Comments
Executive Summary	20		
Structure and content of business plan			
Concept/business idea: - Is it technically or practically feasible and logical?	10		
Market analysis and strategy: - Is there a market gap? - How big is it? - What is the growth potential? - Who is the competition? - Can they deal with competition and do have a sustainable competitive advantage? - Feasible prices & sales volumes: assumptions	15		
Key resources: - Marketing: How are they planning to attract first customer/gain future customers? - Operations: How will they set up operations and supply chain? - What about other key resources and IPRs? - Short vs long term issues	15		
Management team: - How good is the team? - Are operations covered? - What about long organizational structure?	10		
Financials: - Source, value, and structure of finance - Define performance & risk milestones - Exit strategy	10		
Judges' discretion			
- Persuasiveness of the overall plan - Quality of presentation - Others	20		
Total	100		