

## APPENDIX A

### Judging Criteria – Qualifying Round

Panels of judges would evaluate the summary business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

#### **PART I: Summary Business Plan (100%)**

1. Brevity & Clarity 20%  
*Is the opportunity clearly and understandably expressed given the limitations of 1,000 words?*
  
2. Market Opportunity 20%  
*Is there an indication of a strong potential market opportunity (who is the customer, what do they gain over existing alternatives, are there any indications of a sizeable market)?*
  
3. Distinctive Competence & Sustainability 20%  
*Is there an indication of a distinctive competence of any sort (i.e. anything novel or special in this venture, and/or its management team)? And, is there a likelihood of sustainability (such as intellectual property protection)?*
  
4. Management Capability 20%  
*How confident are you in the management team's ability in effectively developing the venture and handle the risks associated with such ventures?*
  
5. Investment Potential 20%  
*Is the investment potential attractive enough for you to want to hear more details about this venture?*

## APPENDIX B

### Judging Criteria – First Round

Panels of judges would evaluate the written business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

#### **PART I: Written Business Plan (60%)**

1. Executive Summary	5%
2. Product or Service	15%
3. Organizational Plan	10%
4. Market Analysis & Marketing Plan	15%
5. Operational Plan	15%
6. Management Team	10%
7. Financial Plan	15%
8. Investment Potential	15%

#### **PART II: Presentation (40%)**

1. Formal Presentation	45%
2. Question & Answer	45%
3. Venture Exhibit	10%

## APPENDIX C

### Judging Criteria – Final Round

Panels of judges would evaluate the written business plan on the following aspects, by using the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

#### **PART I: Business Viability (60%)**

- |    |                         |     |
|----|-------------------------|-----|
| 1. | Market Opportunity      | 20% |
| 2. | Distinctive Competency  | 20% |
| 3. | Management Capability   | 20% |
| 4. | Financial Understanding | 20% |
| 5. | Investment Potential    | 20% |

#### **PART II: Presentation (40%)**

- |    |                     |     |
|----|---------------------|-----|
| 1. | Formal Presentation | 45% |
| 2. | Question & Answer   | 45% |
| 3. | Venture Exhibit     | 10% |

## APPENDIX D

### Judging Criteria – Play-Off Round

Please use the following rating system:

1	2	3	4	5	6	7	8	9	10
Unacceptable		Mediocre		Satisfactory		Good		Excellent	

#### **PART I: Business Viability (60%)**

- |                            |     |
|----------------------------|-----|
| 1. Market Opportunity      | 20% |
| 2. Distinctive Competency  | 20% |
| 3. Management Capability   | 20% |
| 4. Financial Understanding | 20% |
| 5. Investment Potential    | 20% |

#### **PART II: Presentation (40%)**

- |                        |     |
|------------------------|-----|
| 1. Formal Presentation | 45% |
| 2. Question & Answer   | 45% |
| 3. Venture Exhibit     | 10% |