

JUDGE'S EVALUATION FORM - FIRST ROUND

Summary Business Plan (100%)

Please evaluate the written business plan according to the rubric below by drawing a CIRCLE around the chosen numerical score for each criteria

CRITERIA	JUDGE'S SCORES							
Brevity & Clarity (20%)	1	2	3	4	5	6	7	8
	The plan is incomplete and complicatedly written		The plan is <u>comprehensive</u> but unstructured		The plan is <u>comprehensive</u> and <u>well-structured</u> , but with some redundancy		The plan is <u>comprehensive</u> and <u>well-structured</u> , with <u>no redundancy</u>	
Market Opportunity (15%)	1	2	3	4	5	6	7	8
	There is a very little or no market need		There is a <u>market need</u> , but presence of existing competitors are not overcome		There is a <u>market need</u> and competitors exist but the team can outperform the competitors		There is a very <u>clear market need with virtually no competitors</u> there and the team can clearly outperform the competitors	
Distinctive Competency (10%)	1	2	3	4	5	6	7	8
	The venture's offering is not unique nor provides a competitive advantage		The venture's offering is <u>unique and special</u> but is still in an unproven stage		The venture's offering is <u>unique, special and proven</u> which gives it a competitive advantage		The venture's offering is <u>unique, special, proven and protected from being copied</u> which gives it a sustainable competitive advantage	
Management Capability (15%)	1	2	3	4	5	6	7	8
	The team seems unable to develop this venture or handle the associated risks		The team consists of <u>some</u> individuals with relevant backgrounds and experience in their respective functions necessary to be able to developing this venture handle the associated risks		The team consists of <u>all</u> individuals with relevant backgrounds and experience in their respective functions necessary to be able to developing this venture handle the associated risks		The team consists of <u>all</u> individuals, <u>including the idea originator</u> , with relevant backgrounds and experience in their respective functions necessary to be able to <u>comprehensively share responsibility</u> in developing the venture and handling associated risks	
Investment Potential (20%)	1	2	3	4	5	6	7	8
	The venture does not seem to be successful and thus unattractive for your investment		The venture represents some investment opportunity and you would <u>consider investing if further developed</u> into a more solid business plan		The venture represents a real investment opportunity and you would <u>consider investing</u>		The venture represents a real investment opportunity and you would <u>definitely invest</u>	
Social, Environment, and Economic Sustainability (20%)	1	2	3	4	5	6	7	8
	The venture meets the needs of the present but <u>clearly compromises</u> the ability of future generations to meet their own needs and has <u>no clear</u> sustainability strategy		The venture meets the needs of the present <u>arguably without compromising</u> the ability of future generations to meet their own needs through sustainability strategy that encompasses <u>some</u> of the venture's business operations		The venture meets the needs of the present <u>without compromising</u> the ability of future generations to meet their own needs through <u>comprehensive</u> sustainability strategy that encompasses <u>all</u> of the venture's business operations		The venture meets the needs of the present <u>without compromising</u> the ability of future generations to meet their own needs through <u>cutting-edge/innovative, comprehensive</u> , and measurable sustainability strategy that encompasses <u>all</u> of the venture's business operations	

Comments / Questions: _____
