

## JUDGE'S EVALUATION FORM - SEMI-FINAL ROUND

Please evaluate the full business proposal (from the written business plan, formal presentation, question and answer and venture exhibit) according to the rubric below by drawing a CIRCLE around the chosen numerical score for each criterion

### PART I : Written Business Plan (60% of Total Score)

CRITERIA	JUDGE'S SCORES							
	Fails to clearly and effectively describe the points well		Describes most of the points but needs more clarification on some important parts		Describes all points in an adequate and effective manner		Describes all points in a very thorough, clear, effective and convincing manner	
<b>Executive Summary (5%)</b> Clear, exciting and effective as a stand-alone overview of the plan	1	2	3	4	5	6	7	8
<b>Product or Service (15%)</b> Description, features & benefits, pricing, current stage of development, proprietary position & intellectual property protection status	1	2	3	4	5	6	7	8
<b>Organizational Plan/Overview (5%)</b> Venture purpose, history, genesis of concept, current status, overall strategy and objectives	1	2	3	4	5	6	7	8
<b>Market Analysis &amp; Marketing Plan (12.5%)</b> Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion strategy	1	2	3	4	5	6	7	8
<b>Operational Plan (12.5%)</b> Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required	1	2	3	4	5	6	7	8
<b>Management Team (10%)</b> Identities, experiences, and roles of key personnel (including Board of Directors, management team, technical experts, etc.)	1	2	3	4	5	6	7	8
<b>Financial Plan &amp; Investment Potential (20%)</b> Ask & Offer, funding requirements, 5-year pro forma financial statements, assumptions, and other pertinent financial data (including, but not limited to, the venture's NPV)	1	2	3	4	5	6	7	8
<b>Social, Environment, and Economic Sustainability (20%)</b> Demonstrate the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs through cutting-edge/innovative, comprehensive, and measurable sustainability strategy that encompasses all of the venture's business operations	1	2	3	4	5	6	7	8



**STRENGTHS:** \_\_\_\_\_

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**WEAKNESSES:** \_\_\_\_\_

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**ADDITIONAL COMMENTS:** \_\_\_\_\_

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