

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							
	1	2	3	4	5	6	7	8
Product or Service (15%)	The venture's offering is neither unique nor provides value to the customer		The venture's offering is unique and provides some value to the customer but is still in an unproven stage		The venture's offering is unique, fulfils unmet needs of the customer and proof of concept ensured		The venture's offering is unique, fulfils unmet needs of the customer, proof of concept ensured and protected from being copied which gives it a sustainable competitive advantage	
Market Opportunity (15%)	There is a very little or no market need		There is a market need , but unclear strategy to capture the target market		There is a market need with strategy in place that may be able to capture some of the target market		There is a strong market need with credible strategy in place to be able to fully capture the target market with virtually no competitors	
Operations (15%)	Plan for acquiring the required resources, production/delivery of product or services is flawed		There is a comprehensive plan for acquiring the required resources, production / delivery of product or services, but such plan may not be practical		There is a comprehensive and practicable plan for acquiring the required resources, production/delivery of product or services		There is a comprehensive and practicable plan for acquiring the required resources, production / delivery of product or services well into the foreseeable future	
Management Capability (15%)	The team seems unable to develop this venture or handle the associated risks		The team consists of some 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 all 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 all individuals, including the idea originator , with relevant backgrounds and experience in their respective functions necessary to be able to comprehensively share responsibility in developing the venture and handling associated risks	
Investment Potential (20%)	The venture does not seem to be successful and thus unattractive for your investment		The venture represents some investment opportunity and you would consider investing if further developed into a more solid business plan		The venture represents a real investment opportunity and you would consider investing		The venture represents a real investment opportunity and you would definitely invest	
Social, Environment, and Economic Sustainability (20%)	The venture meets the needs of the present but clearly compromises the ability of future generations to meet their own needs and has no clear sustainability processes		The venture meets the needs of the present arguably without compromising the ability of future generations to meet their own needs through sustainability processes that encompasses some of the venture's business operations		The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through comprehensive sustainability processes that encompasses all of the venture's business operations		The venture meets 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 processes that encompasses all of the venture's business operations	

Comments / Questions:
