

## JUDGE'S EVALUATION FORM: Sasin Alumni Association Network Coaching Round

### Business Viability (100%)

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

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

COMMENTS: