

JUDGE'S EVALUATION FORM: FINAL 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
Product or Service (15%)	The venture's offering is neither unique nor provides value to the customer		The venture's offering is <u>unique</u> and <u>provides some value to the customer</u> but is still in an unproven stage		The venture's offering is <u>unique, fulfills unmet needs of the customer</u> and <u>proof of concept ensured</u>		The venture's offering is <u>unique, fulfills unmet needs of the customer, proof of concept ensured</u> and <u>protected from being copied</u> which gives it a sustainable competitive advantage	
Market Opportunity (15%)	There is very little market need.		There is a <u>market need</u> , but <u>unclear strategy</u> to capture the target market. Presence of <u>existing competitors are not overcome</u>		There is a <u>market need</u> with <u>strategy in place that may be able to capture some of the target market</u> . Some competitors exist but the <u>team can outperform the competitors</u>		There is a <u>strong market need</u> with <u>credible strategy in place to be able to fully capture the target market</u> . There are <u>virtually no competitors</u> and the team can <u>clearly outperform</u> the competitors.	
Operations (15%)	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 <u>comprehensive plan</u> for acquiring the required resources, production / delivery of product or services, but such plan may not be practical. The venture's offering is <u>unique and special</u> but is still in an unproven stage		There is a <u>comprehensive and practicable plan</u> for acquiring the required resources, production / delivery of product or services. The venture's offering is <u>unique, special and proven</u> which gives it a competitive advantage		There is a <u>comprehensive and practicable plan</u> for acquiring the required resources, production / delivery of product or services <u>well into the foreseeable future</u> . 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%)	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%)	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%)	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 processes		The venture meets the needs of the present <u>without clear indication of compromising</u> the ability of future generations to meet their own needs through sustainability processes 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 processes 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, and measurable</u> sustainability processes that encompasses <u>all</u> of the venture's business operations	

COMMENTS:
