

TEAM:

JUDGE:



JUDGE'S EVALUATION FORM: Thailand Track Round

PART 1: Written Business Plan (40% of Total Score)

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

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	
	1	2	3	4	5	6	7	8
Executive Summary (5%) Clear, exciting and effective as a stand-alone overview of the plan	1	2	3	4	5	6	7	8
Product or Service (15%) Description, features & benefits, pricing, current stage of development, proprietary position & intellectual property protection status	1	2	3	4	5	6	7	8
Organizational Plan/Overview (5%) Venture purpose, history, genesis of concept, current status, overall strategy and objectives	1	2	3	4	5	6	7	8
Market Analysis & Marketing Plan (12.5%) Description of market, competitive analysis, needs identification, market acceptance, unique capabilities, sales/promotion strategy	1	2	3	4	5	6	7	8
Operational Plan (12.5%) Plan for production / delivery of product or services, product cost, margins, operating complexity, resources required	1	2	3	4	5	6	7	8
Management Team (10%) Identities, experiences, and roles of key personnel (including Board of Directors, management team, technical experts, etc.)	1	2	3	4	5	6	7	8
Financial Plan & Investment Potential (20%) 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
Social, Environment, and Economic Sustainability (20%) Demonstrate the ability to meet the needs of the present without compromising the needs of future generations, through innovative, comprehensive, and measurable sustainability processes throughout the venture's business operations	1	2	3	4	5	6	7	8

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Part2: Presentation (60% of Total Score)

Section 2.1: Formal Presentation (50% of Total Presentation Score)

CRITERIA	JUDGE'S SCORES							
	1	2	3	4	5	6	7	8
Materials presented (25%)	Materials are not logically presented nor clear and concise		Materials are logically presented though some parts need to be clearer and more concise		Materials are quite clear and logically presented		Materials are clear, concise, logically and creatively presented	
Relation to examples and practical applications (25%)	The team does not relate the needs of the company with examples nor practical applications		The team can relate the needs of the company to examples and applications , but needs to be more relevant, meaningful and practical		The team has the ability to relate needs of the company with meaningful examples and practical applications		The team skillfully relates the needs of the company with meaningful examples and practical applications in a clear and concise manner	
Maintaining judges' interest (25%)	All team members need to improve their presentation skills to be more interesting and convincing		Not all team members can maintain judges' interest; some parts of the presentation need improvement		Every team member has the ability to maintain judges' interest throughout the presentation		Every team member has the ability to convince the judges about the business plan	
Visual Aids (25%)	The visual aids are not relevant to the presentation topic, nor clear or easy to understand		The visual aids are relevant to the presentation topic, but could be clearer to see and easier to understand		The visual aids are clear, easy to understand and relevant to the topic		The visual aids are creative, clear, easy to understand, aesthetically pleasing and relevant to the topic	

COMMENTS:

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JUDGE'S EVALUATION FORM: Thailand Track Round

Part2: Presentation (60% of Total Score)

Section 2.2: Question and Answer (50% of Total Presentation Score)

CRITERIA	JUDGE'S SCORES							
	1	2	3	4	5	6	7	8
Understanding judges' inquiries (25%)	The judges have to repeat the questions several times before the team understands		The team has to ask the judges to repeat questions or concur with each other in order to understand		The team has the ability to understand judges' inquiries well without the judges having to repeat questions		The team has the ability to both understand and anticipate the judges' inquiries	
Responses to judges' inquiries (25%)	The team cannot respond to the judges' inquiries appropriately		The team can appropriately respond to the judges' inquiries but the answers need to be more substantive and concise		The team can appropriately respond to the judges' inquiries with substantive and concise answers		Every team member convincingly responds to judges' inquiries with substantive and concise answers, according to each member's particular area of responsibility	
Use of time (25%)	The team does not use the time allocated well		Some team members use more time than necessary to answer a judge's inquiry		The team uses the time allocated well with minimum redundancy		Every team member responds equally well to the judges' inquiries with minimum redundancy	
Poise and confidence (25%)	The team needs to improve its composure and confidence while answering judges' inquiries		Some team members have good poise, confidence and ability to think on their feet, but some need improvement		Every team member has good poise, confidence and ability to effectively think on his/her feet		Every team member exudes considerable poise and confidence and effectively thinks on his/her feet without signs of nervousness	

COMMENTS:
