BUSINESS PLAN COMPETITION JUDGING CRITERIA

Semi-final (Online) Questions

Business Planning Questions (CORRESPONDING BUSINESS MODELING TERMS ARE IN CAPS)
1. Product or Service brief description (10 words or less) PROBLEM AND YOUR SOLUTION
2. Product or service full description, including UNIQUE VALUE PROPOSITION (how it is better than alternatives)
3. Upload image of product [Optional] as .jpg .png or .tif
4. Development Stage of Product
5. Size of Target Market in Dollars and Number of Prospective Customers **
6. Market Validation. How you know enough people will buy your product (with its features and price) to earn a profit?
6. Marketing, Sales and Distribution Plan (MARKETING AND DISTRIBUTION CHANNELS)
7. Competition: names of important competitors and their strength and weaknesses
8. Barriers to Entry (what prevents others using your idea). Your UNFAIR ADVANTAGE over competition.
9. Management Team and Relevant Experiences
10. Amount of Capital required to launch business (KEY RESOURCES)

** Include evidence to support claims

Final (Oral Presentation) Criteria

1. **Problem**: Strong customer pain or desire? 
   1 2 3 4 5

2. **Solution**: Technically feasible? Scalable? Barriers to entry? Compelling value proposition (superior, cheaper, or serves a new market niche)?
   1 2 3 4 5

3. **Market**: Adequate size and sales plan to meet goals? Demand VALIDATED? Competition manageable? Clear how customers will be made aware of product?
   1 2 3 4 5

4. **Finance**: Can you tell how the company will make money? Safe margins? Realistic sales price? Capital needs and use clear? Realistic for stage?
   1 2 3 4 5

5. **Management Team**: Knowledgeable? Communicated clearly and convincingly? Are you confident team can and WILL meet goals?
   1 2 3 4 5

TOTAL (Maximum 25) ………………………………………………………………………

The purpose of this evaluation is to provide feedback to presenters; not to determine competition rankings.