

# 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. Finance (**REVENUE STREAMS** and **COST STRUCTURE**). Who pays you and what it costs to produce.
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. <b>Problem:</b> Strong customer pain or desire?  | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1   | 2   | 3 | 4 | 5 |   |   |
| 2. <b>Solution:</b> Technically feasible? Scalable? Barriers to entry?<br>Compelling value proposition (superior, cheaper, or serves a new market niche)?             | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1   | 2   | 3 | 4 | 5 |   |   |
| 3. <b>Market:</b> Adequate size and sales plan to meet goals? Demand <b>VALIDATED</b> ?<br>Competition manageable? Clear how customers will be made aware of product? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1   | 2   | 3 | 4 | 5 |   |   |
| 4. <b>Finance:</b> Can you tell how the company will make money? Safe margins?<br>Realistic sales price? Capital needs and use clear? Realistic for stage?            | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1   | 2   | 3 | 4 | 5 |   |   |
| 5. <b>Management Team:</b> Knowledgeable? Communicated clearly and convincingly?<br>Are you confident team can and <b>WILL</b> meet goals?                            | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1   | 2   | 3 | 4 | 5 |   |   |
| TOTAL (Maximum <b>25</b> ) .....  | <table border="1"><tr><td> </td></tr></table>   |   |   |   |   |   |
|   |   |   |   |   |   |   |

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