

Written Evaluation Form

Student / Company: _____ Judge: _____

School: _____ Date: ___ / ___ / ___

Business Concept & Implementation: 40%	Poor	Fair	Adequate	Good	Excellent
1. Product/Service [20%] – Innovation, Growth Potential, Scalability	4	8	12	16	20
2. Profitability [20%]	4	8	12	16	20
Total points for Presentation Style =					
Comments:					

Business Plan: 60%					
1. Defined Product or Service [5%]	1	2	3	4	5
2. Defined Customer and Market Need [10%]	2	4	6	8	10
3. Competitive Advantage [10%]	2	4	6	8	10
4. Defined Origin of Products or How Service is Provided [5%]	1	2	3	4	5
5. Sales & Marketing [10%]	2	4	6	8	10
6. Defined Role of Key Players Including Founders [10%]	2	4	6	8	10
7. Financial Projections [10%]	2	4	6	8	10
Total points for Business Plan =					
Comments:					

Total Score: _____