

Business Viability and Presentation Evaluation

Judge Name: _____

Team/Company Name: _____

Instructions:

Please evaluate the business venture submission on the following aspects:

Part I: Use the rating system: 1 = very poor, 2 = poor, 3 = fair, 4 = adequate, 5 = good, 6 = very good, 7 = excellent

Part II: Provide written feedback for each area

Part I	Very Poor								Excellent
Market Opportunity (There is a clear market need presented as well as a way to take advantage of that need)	1	2	3	4	5	6	7		
Distinctive Competence (The company provides something novel/unique/special that gives it a competitive advantage in its market)	1	2	3	4	5	6	7		
Management Capability (This team can effectively develop this company and handle the risks associated with the venture)	1	2	3	4	5	6	7		
Financial Understanding (This team has a solid understanding of the financial requirements of the business)	1	2	3	4	5	6	7		
Investment Potential (The business represents a real investment opportunity in which you would consider investing)	1	2	3	4	5	6	7		
Presentation (The team presented their venture in a logical, persuasive manner, and answered questions well)	1	2	3	4	5	6	7		
Business Model Description * Value proposition * Product or Services: description, features and benefits, pricing, current stage of development, proprietary position * Market and Marketing Strategy: description of market, competitive analysis, needs identification, unique capabilities, sales/promotion. Quality of market research * Scalability	1	2	3	4	5	6	7		
Overall likelihood of success in marketplace	1	2	3	4	5	6	7		

Part II

Presentation Feedback

Strengths of Business Venture

Areas of Potential Improvement: