

Name of Venture:

Judge Name:

Big Idea 2017 – Oral Business Plan Presentation

Judge's Rating Sheet

Please rate the presentation of the business plan first on each of the eight content areas listed in Part I below, and then rate the oral presentation itself in Part II. In Part III, please give the presentation an overall rating.

I. Coverage of Key Components

(Please rate each area below on a **5-point scale** where 1 = poor, 5 = excellent)

A	Is there a real <u>opportunity</u> ? (forces creating opportunity, proof of a market need, unmet market need)	/5
B	Is there an interesting <u>business concept</u> ? (an innovative idea that could be implemented)	/5
C	Is there a clearly defined <u>market</u> ? (definition, size, market potential, target audience, purchase decision process)	/5
D	Do <u>operations</u> make sense? (how product or service will be produced/delivered/supported, logistics, staffing)	/5
E	Do they know how to <u>make a sale</u> ? (marketing, advertising, branding, promotion, selling, distribution)	/5
F	Is it clear <u>how money will be made</u> ? (margins, volumes, cost structure, revenue drivers)	/5
G	Are the <u>financial statements</u> believable? (projected cash flow, income statement, balance sheet)	/5
H	Do they know <u>how much money</u> they really need to start? (amount, from where, how to get it, how financiers will get their return)	/5
TOTAL		/40

II. Professional Assessment of Oral Presentation

(Please rate each area below on a **3-point scale** where 1 = poor, 2 = okay, 3 = excellent)

A	Ability to capture audience attention	/3
B	PowerPoint or other audiovisuals	/3
C	Mastery of facts and material related to venture	/3
D	Professionalism of the presentation	/3
E	Handling of questions	/3
TOTAL		/15

III. Separate Overall Evaluation

	All things considered, out of 50 points, where 50 = outstanding and you absolutely want to invest; note that this score is separate from the scores above, it is an overall assessment	/50
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Would you be willing to mentor this team beyond the competition: ___ yes ___ no

Written Comments on the Presentation of the Venture

Please provide detailed suggestions to the team on how they can improve the plan. Your written comments are very much appreciated and will be shared with the team: *(use reverse of form or attach comment sheets)*