

JUDGE'S EVALUATION FORM: PLAY-OFF ROUND

Business Viability (100% of Total Score)

Please evaluate the **FULL** business proposal from the **written business plan**, **formal presentation**, and **question and answer** according to the rubric below

CRITERIA	JUDGE'S SCORES							
	1	2	3	4	5	6	7	8
Value Proposition (15%)	The venture's offering is not unique and provides no value to the customer.		The venture's offering is unique and provides some value to the customer , but is still in an unproven stage.		The venture's offering is unique, fulfills unmet needs of the customer , and has proof of concept ensured .		The venture's offering is unique, fulfills unmet needs of the customer, has proof of concept ensured , and is protected from being copied , which gives it a sustainable competitive advantage.	
Market Opportunity (15%)	There is very little or no market need.		There is a market need , but a strategy to capture the target market is unclear.		There is a market need with a strategy in place that may be able to capture some of the target market .		There is a strong market need with credible/validated strategy in place to be able to fully capture the target market with virtually no competitors .	
Operations (15%)	The plan for acquiring the required resources, production/delivery of products or services is fundamentally flawed.		There is a comprehensive plan for acquiring the required resources, production/delivery of products or services, but such plan is impractical.		There is a comprehensive and practicable plan for acquiring the required resources, production/delivery of products or services.		There is a comprehensive and practicable plan for acquiring the required resources, production/delivery of products or services well into the foreseeable future .	
Management Capability (15%)	The team seems unable to develop this venture or handle the associated risks.		The team consists of some individuals with relevant backgrounds and experience in their respective functions necessary to be able to develop this venture and handle the associated risks.		The team consists of all individuals with relevant backgrounds and experience in their respective functions necessary to be able to develop this venture and handle the associated risks.		The team consists of all individuals, including the idea originator , with relevant backgrounds and experience in their respective functions necessary to be able to comprehensively share responsibility in developing the venture and handling associated risks.	
Validation / Traction / Speed (20%)	The venture has not shown any validation of its market need/solution.		The venture has not fully validated its market need/solution. They have very little traction . The company is still far from making any revenue.		The venture has validated its market need/solution . They have some traction . The company proves to make their first revenue within the next 6-12 months.		The venture has validated its market need/solution . They have strong traction and are moving at the right pace . The company proves to make their first revenue within the next 3 months.	
Sustainability and Impact (20%)	The venture meets the needs of the present but clearly compromises the ability of future generations to meet their own needs and has no clear sustainability processes. The venture displays little or no thought about its activities' social or environmental impact.		The venture meets the needs of the present without clear indication of compromising the ability of future generations to meet their own needs through sustainability processes that encompasses some of the venture's business operations. The venture demonstrates due consideration given to its social or environmental impact.		The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through comprehensive sustainability processes that encompasses all of the venture's business operations. The venture validates its scalable social or environmental impact using either qualitative or quantitative measures.		The venture meets the needs of the present without compromising the ability of future generations to meet their own needs through cutting-edge/innovative, comprehensive, and measurable sustainability processes that encompasses all of the venture's business operations. The venture validates its scalable social or environmental impact using either qualitative or quantitative measures with independent verification .	

Comments / Questions:
